YASH PAL

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PROFESSIONAL SUMMARY

MBA (Pharmaceutical Management) candidate and B.Pharm graduate with healthcare and pharma research and analytics experience from a consulting internship. Skilled at building databases, synthesizing PubMed and clinical sources, analyzing interview and survey data, and turning findings into client-ready presentations using Advanced Excel, Power BI and PowerPoint.

EDUCATION

MBA, Pharmaceutical Management | Jamia Hamdard, Delhi 2024 – 2026

Bachelor of Pharmacy (B.Pharm) | NIET, Greater Noida 2019 – 2023

EXPERIENCE

Market Research Analyst Intern | Impeerical Consulting Jun 2025 – Aug 2025

- Built and maintained a structured competitive intelligence database of competitors, products and therapeutic segments for a healthcare client.
- Researched across PubMed, clinical databases and proprietary industry reports to produce accurate research summaries on multiple therapeutic segments.
- Collected and analyzed data from physician and patient interviews and structured surveys to map treatment landscapes and prescribing behavior.
- Created client-ready reports and presentations that communicated key insights clearly, delivered on deadline.

Area Sales Manager | Chroma NV Jun 2026 – Present

- Manage B2B relationships for neurodiagnostic and neuromodulation devices across hospitals and clinical stakeholders, understanding client needs and adapting to their situations.
- Maintain CRM and opportunity tracking with accurate, organized records; prepare product presentations and quotations.

PROJECT

"Digital Therapeutics Adoption in Chronic Disease Management: Marketing Strategies, Patient Trust, Pricing Models, and Pharma Partnerships in India" – International Journal of Innovative Research & Technology (IJIRT), Vol. 12, Issue 12, May 2026. Conducted literature and secondary research on BeatO, Sugarfit and Wealthy Therapeutics and proposed a four-pillar framework for digital therapeutics adoption in India.

SKILLS

Healthcare & Research: Pharma and healthcare domain knowledge, clinical terminology, treatment landscape analysis, literature review (PubMed, clinical databases), competitive intelligence

Analytics & Tools: Advanced Excel (data validation, reconciliation), Power BI, PowerPoint, MS Word, database building and maintenance, KPI tracking

Core Strengths: Analytical thinking, clear communication, team player, attention to detail, accuracy under tight timelines, quick learner