PAYAL JOBANPUTRA

PMP® CERTIFIED

MARKETING & STRATEGIC COMMUNICATIONS LEADER · AI-FIRST BUILDER

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Profile

Life-sciences marketing leader with 17+ years across clinical genomics, commercial leadership and brand.

- Leads marketing and external communications for a **Dabur-backed research organisation**
- Built a **B2B genomics business from scratch**, with full P&L and go-to-market ownership
- Trusted by India's leading oncologists; brings scientific depth to every narrative
- Mobilises teams, agencies and tech vendors, and builds content and AI tools hands-on

Experience

Althea DRF Lifesciences · Dabur Research Foundation (Sep 2023 – Present)

AGM, Marketing & External Communications

SEP 2025 – PRESENT

- Owns the organisation's **external voice** across scientific, commercial and institutional audiences, from competitive strategy decks and clinical-claims narratives to partnership proposals for government bodies and research institutions.
- Rolled out a **refreshed brand system** across sales, scientific and digital touchpoints for one consistent identity.
- Championed an **AI-first approach to business intelligence**: a series of dashboards that evolved into a unified command centre where leadership tracks receivables, targets, RFQ pipeline and study analytics without waiting on manual reports.
- Replaced spreadsheet-driven facility booking with a **real-time scheduling app** that needs zero onboarding.
- Directs the full **scientific and promotional content library**, including product catalogues, detailers, sales decks and infographics, from brief to final asset.

Associate Director, Business Development

SEP 2023 – SEP 2025

- Conceived the **Asset Vault**, a single investor- and partner-ready repository bringing together **130+ product dossiers**, concept plans, certifications and trademarks, so every external conversation starts from one complete picture.
- Spearheaded a **first-of-its-kind mobile app** that turns a technical preclinical services catalogue into a simple client experience.
- Steered special projects across BD, research operations and partnerships, aligning teams around shared commercial goals.

Vice President, Sales & Marketing

SEP 2020 – SEP 2023

Genique Lifesciences, Gurgaon

- Set up and scaled a B2B genomics vertical with end-to-end ownership of P&L, distribution partnerships and go-to-market, reaching **₹3 crore in revenue inside two years**.
- Secured placement of SOPHiA Genetics NGS kits at a national tertiary cancer centre (**₹1.5 crore**), navigating a complex procurement and administrative process to close.
- Reframed an in-house consumer genomics product for the institutional market, customising the offer and educating buyers until it became a **preferred solution for major healthcare chains**.

Business Development Manager, Oncology & Genetics

NOV 2017 – DEC 2019

Strand Life Sciences, Bangalore

- Expanded the oncology and NGS testing market across India by replacing broad promotion with structured one-on-one clinician engagement, **lifting test prescriptions by 80%**.

Impact

17+ Years across life sciences	**80%** Lift in test prescriptions
130+ Assets unified on one platform	**5** Digital products launched

Marketing & Strategy

Go-to-Market · Product Marketing
Brand Systems · Storytelling
Competitive Strategy · P&L
Digital Marketing · Websites
Stakeholder & Govt. Proposals

AI-First Creation

AI Tools & Workflows
BI Dashboards · Data Visualisation
Web Apps · Mobile App (led)
AI Adoption · Digital Transformation

Domain

Oncogenomics · NGS
Clinical Genomics
Preclinical Research Services
Healthcare Techno-commercial

Education

PMP® Certified
Project Management Institute (PMI) · 2026

General Management Program
Stoa · 2022

M.Sc., Genetic Counselling

Griffith University, Australia · 2008

B.Tech, Bioinformatics
D. Y. Patil Institute, Mumbai · 2003–2007

A career built on translating science into business value

Signature Initiatives

Leadership Command Centre
Leadership needed one reliable view of the business. A suite of AI-built dashboards grew into a single **self-serve command centre** covering receivables, targets, RFQ pipeline and study analytics, replacing manual reporting.

The Asset Vault
Product knowledge, IP and certifications sat scattered across teams. Consolidating **130+ dossiers**, concept plans and trademarks into one platform gave investors and partners the complete story in one place.

A Genomics Business from Scratch
Launched a B2B genomics vertical with no existing customer base, owning P&L, distribution and positioning. Repositioning a consumer product for hospital chains opened a **second revenue stream** in the same period.

Clinician-Led Market Growth
Swapped broad promotion for a disciplined one-on-one engagement model with oncologists across India. Test prescriptions **rose 80%**, building a national market for oncology and NGS testing.

Three Services, Concept to Launch
A certified, licensed genetics lab; a cancer genetics unit at a premier research institute; and a PAN-India OPD network across leading cancer hospitals, each taken from blueprint to **fully operational**.

Preclinical Services in One App
Led a **first-of-its-kind mobile app** that turns a wide, technical service catalogue into one intuitive platform for clients and partners.

Leadership Value

01
Commercial instinct
Treats every campaign, deck and channel as a lever on revenue; has carried a P&L, not just a marketing budget.

- **P&L owner for a new genomics vertical**

02
Orchestration at scale
Aligns internal teams, creative agencies and technology vendors behind one plan, and steps in personally where speed or quality is at risk.

- **Brand system, mobile app and BI suite delivered**

03
Science-grade credibility
Holds the room with oncologists, researchers and investors; content is built to stand up to expert and regulatory review.

- **Trained in bioinformatics and clinical genomics**

04
Decision-ready insight
Gives the leadership team clean data and a sharp narrative, so decisions are made faster and pitches land harder.

- **Architect of the leadership command centre**

Career Progression

01	02	03	04	05 · NOW
Clinical	**Technical Sales**	**Business P&L**	**Portfolio Strategy**	**Scientific Marketing + AI**
Counselling at AIIMS, RGCI, Apollo	80% lift in NGS prescriptions	₹3 Cr genomics line in 2 years	130+ asset investor vault	Brand voice; 5 products shipped

Clinical Foundations

Eight years in clinical genomics and 5,000+ families guided through hereditary-cancer risk decisions: the root of a career spent making complex science clear and actionable.

Clinical Engagement Lead, Genomics · Strand Life Sciences, Bangalore
2014 – 2017

- Anchored Strand's clinical genomics presence at **Rajiv Gandhi Cancer Institute, AIIMS, Artemis and Apollo**, serving as the go-to expert for physicians and patients navigating genomic results.

- Contributed to the **Strand–Quest Diagnostics (US) merger** as part of the integration team, aligning business processes and migrating laboratory operations.

Clinical Genomics · Advanced Genomics Institute (AGILE), New Delhi — **2012 – 2014**

- Part of the core team that took a genetics lab from floor plan to a **certified, licensed testing facility**, while guiding families with hereditary disorders through diagnosis and risk decisions.

Clinical Genomics · ACTREC / Tata Memorial Centre, Mumbai — **2009 – 2012**

- Helped establish the **Cancer Genetics Counselling Unit** at one of India's premier cancer research institutions, shaping screening guidelines and managing hereditary and high-risk cancer cases.

References

Available on request.