



## **SHRADDHA PANDEY**

Presently She is working as **Head – Business Development. (Western Region), for Osram India Ltd.**

Education: Bachelor of Engineering (Computer Science), Rajiv Gandhi Technical University, Bhopal.

Post Graduation Diploma in Business Management, Pune.

Started career in 2008 with Philips India Pvt. Ltd as a Marketing Executive, when she got selected in Campus Placement drive of Philips. Her marketing skills got a professional experience as her job involved interacting with key decision makers in target organizations for business development. She was also responsible for preparing techno –commercial agreements and order processing.

She then worked with Crompton and Greaves for 2 years where she was responsible for devising marketing strategies to capture market channels with new clients. She also initiated many branding strategies for expanding the client base for the company.

Again it was PIERLITE India, the Australian Lighting MNC, with which she was associated for 3yrs.

Now, at present she is associated with Osram India Ltd. As Head – Business Development, (Western Region) , responsible for the business development and overall branding of the company. She leads and manages the marketing team in the company as well as coming up with innovative strategies to achieve the targets set.

Talking about her extra curricular activities, she also has to her credit a Degree in Indian Classical Music.

She also volunteered in Jimmy Carter Work Foundation Habitat for Humanity, Hosted the “Marketing Excellence Award Function in 2007-08, Undergone “Dale Carnegie, Personality Development Program and she is working actively with a NGO for girl child education.