

Harjagjit Singh Dhanjal

6 Years 3 Months Overall Experience

Results-driven pharmaceutical professional specializing in international business development and strategic market expansion across Africa, CIS, and Southeast Asia. Proven success in accelerating revenue growth by developing robust B2B and CDMO partnerships and executing innovative Commercial and D2C brand strategies. Expert in leading cross-functional teams, driving high-stakes negotiations, and leveraging e-commerce and digital marketing to capture new market segments. Adept at process optimization to enhance operational efficiency in competitive global markets.

Industry

- Healthcare
- Lifesciences
- Pharmaceuticals

Functional Areas

- Business Development
- Business & Corporate Strategy
- Marketing & Corporate Communications

Education

Indian Institute of Management Indore

Master Of Business Administration

2025 - 26

University Of Mumbai

Bachelor of Management Studies

2014-17

Certification

Post Graduate Certificate in Global Business Management

A one-year certification program, helping to establish a strong foundation in core business functions, including marketing, finance, and operations, all within a global business context, awarded by NLDIMSR, Mumbai

2018-19

Accomplishment

Co-Author, Ivey Publishing Business Case-Study

Co-authoring a forthcoming Ivey Publishing case study on Narayana Health's strategic transformation into a patient-centric model through MedTech adoption and AI/ML

2025

Authored a Reference book for the University of Mumbai

Mankani, Dr., & Singh Dhanjal, H. Organisational Behaviour. Vakratund Publications Pvt. Ltd.

2024

Research Paper Publication

Ahluwalia, G., Dhanjal, H.S. To Study the Impact of Cyber Security on Cloud Computing. Proceedings of the 2nd International Conference on Sustainable Globalization, Kochi- India (2019), 25-30. https://acrobat.adobe.com/id/urn:aaid:sc:AP:e0b0e6a0-66e1-4406-9c2b-cbff3c35d7f8

2019

Research Paper Publication

Dhanjal, H.S. (2019). To Study the Impact of Sustainable Careers in A Globalized World. Proceedings of the 2nd International Conference on Sustainable Globalization, Kochi- India (2019), 62- 75. https://acrobat.adobe.com/id/urn:aaid:sc:AP:e0b0e6a0-66e1-4406-9c2b-cbff3c35d7f8

2019

Research paper Publication

Pawar, S.K, Dhanjal, H.S. (2019) To Study the Importance of the Competency Behavioral Interview as Talent Management Strategy in the

2019

Research Paper Publication

Organizations. Proceedings of the 2nd International Conference on Sustainable Globalization, Kochi- India (2019), 118-127. https://acrobat.adobe.com/id/urn:aaid:sc:AP:e0b0e6a0-66e1-4406-9c2b-cbff3c35d7f8

2019

Research Paper Publication

Dhanjal, H. S. To Study the Improvement or Decline in The Ease of Doing Business in India Since May 2014 Arora, N., Mankani, R., Poojri, A., Kadli, J.H. (Eds.), Vision 2020 - Leveraging “Make in India” (Vol. 3, pp. 245–254). Mark Publishers. https://www.amazon.in/Vision-2020-Leveraging-Make-India/dp/9382159878

2011

President of the Consulting and Strategy Club, IIM Indore (ICONS)

Led all club activities, focusing on preparing the IIM Indore cohort for careers in consulting and strategy, overseeing all skill-building workshops, corporate networking, and recruitment-focused events.

Best Boy (Student of the Year Equivalent) award received from Lala Lajpat Rai College of Commerce and Economics in 2017.

Awarded to one male student across the cohort for demonstrating excellence in academics, leadership, and extracurricular contributions.

President and Chairman of the Student Forum and various Cultural committees in the Degree College

Served as the principal student representative, overseeing all student body activities and spearheading the college's various cultural committees.

Crowned Mr Dalmia at NLDIMSR, Mumbai.

An institutional title awarded through a multi-stage personality contest assessing aptitude, communication skills, interpersonal abilities, and overall confidence.

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Experience

V.S. International Pvt. Ltd.

9 Months

Deputy Manager-International Marketing

Jul’24 - Mar’25

- Awarded "Performer of the Year" (FY 2024-25) in recognition of outstanding contributions across strategic marketing, international expansion, and brand leadership.
- Launched VSI's first Direct-to-Consumer (D2C) brand, "Bodivite," in South Africa by leading the end-to-end brand strategy and e- commerce strategy from platform development, digital marketing strategy and digital supply chain setup.
- Led business development for market entry into the CIS region (Kyrgyzstan, Uzbekistan, Tajikistan, and Kazakhstan), securing initial contracts valued at $250,000 by identifying and negotiating with key partners at the Pharmexcil International Buyer-Seller Meet.
- Spearheaded and closed an $80,000 CDMO project deal for complex generics (Topiramate XR, Nitrofurantoin) targeting high-value EU and LATAM markets, owning the entire partnership process from initial partner identification and evaluation to final contract negotiation and signing.

- Appointed Communications Head for VSI & AssistPro (Australia), defining their core vision and mission statements and delivering high-impact business pitches across the APAC region to onboard supermarket chains

V.S. International Pvt. Ltd.

1 Year 11 Months

Assistant Manager-International Marketing

Aug'22 - Jun'24

- Promoted to the Top Management Team as the youngest member, entrusted with driving strategic business development across key growth markets in Africa and Southeast Asia.
- Drove significant operational efficiencies, shortening the payment receivables cycle from over 200 to 130 days through improved forecasting and cross-market coordination.
- In partnership with the Country Head and local distributor, developed and implemented strategies that increased revenue from company-owned products from 30.2% to 41.3% within one year and boosted average monthly secondary sales by 34% in Q4 FY 2022-23.
- Achieved record-breaking performance in Ivory Coast, delivering €350,000 in primary sales and leading a 10-member team to generate €20,000 in secondary sales (highest since launch).
- Expanded VSI's footprint in Sub-Saharan Africa by opening Zambia as a new market, securing initial annual contracts worth $90,000.

V.S. International Pvt. Ltd.

12 Months

Senior Executive-International Marketing

Aug'21 - Jul'22

- **Improved order execution turnaround time by 32%** by developing and implementing a mathematical model to define optimal Minimum Order Quantity (MOQ) and Reorder Quantity (ROQ).
- **Lifted average monthly secondary sales in Ivory Coast by 150%** (from €4,000 to €10,000) by restructuring the efforts of a 6-member field force and designing a targeted doctor engagement calendar.
- **Spearheaded the adoption of Sales Force Automation (SFA)** software across the entire field force in **French West Africa** within a **3-month timeframe**, digitalizing field operations to enhance visibility and streamline the tracking of marketing initiatives.
- **Generated €10,000 in niche-market sales** by designing and executing targeted CME & BPF campaigns for ~20 graduating oncologists, successfully launching the oncology product range.?

V.S. International Pvt. Ltd.

1 Year 7 Months

Executive Assistant to MD

Jan'20 - Jul'21

- **Led the organization-wide implementation of Google Workspace (G-Suite)**, transitioning the company to a cloud-based collaborative environment and improving cross-functional efficiency.
- **Delivered a strategic analysis of the South African pharmaceutical market**, evaluating market size and therapy-level potential to inform the MD's high-stakes acquisition decision of a local firm.
- **Collaborated with cross-functional teams** (including Finance, Supply Chain, and Sales) to **develop multi-year sales projections and budgets** for South East Asia and French West Africa (FY 2021–23) , creating the analytical foundation for long-term strategic planning.

SK Labs India

1 Year 4 Months

Executive-Marketing

Aug' 17 - Aug' 18

- Worked on developing and projecting a strong brand identity that helped in building Unique Selling Propositions for Laboratory
- Focused on forging strategic partnerships and assisting the team in entire process from market research to commercialisation, helping the company in identifying new geographical markets (West Africa, MENA) to enter into.
- Digitalization of Vendor Management Records resulting into developing vendor qualification SOP's and improvement of the company's value chain