Sourya Rudra

Digital Product Services Manager at Springer Nature | Eiffel Scholar

⦿ London, UK

Portfolio file

View profile on Dweet

Languages

Bengali (Native)

English (Native)

French (Work Proficiency)

About

 Hello, my name is Sourya, and I am a highly motivated and accomplished professional with a strong academic background and a passion for marketing and digital strategies within the healthcare industry.

 I hold a Master's degree in Management from EM Lyon Business School and completed my undergraduate studies in Biotechnology Engineering. I was also awarded the prestigious Eiffel Scholarship by the Government of France.

 With a focus on accelerating businesses through innovative digital solutions, I have gained valuable experience working with top companies in the healthcare industry. As a former digital project creator for Medical Marketing teams at Sanofi Pasteur's Global Vaccines headquarters in Lyon, I successfully implemented projects that increased the company's digital presence. Additionally, my previous role as a Market Analyst at Cerner Enviza in Paris provided key market insights to global pharmaceutical companies on their key products.

 Currently, I work with the Springer Nature Group in London as a digital team member responsible for analytics, content management, and digital services management. I leverage my expertise in digital marketing and data analysis to drive business growth for my clients.

 In my free time, I enjoy outdoor activities such as playing football and hiking. I look forward to networking with like-minded professionals and contributing to the healthcare industry through my knowledge and skills

BRANDS WORKED WITH

Cerner Enviza   Sanofi Pasteur   Springer Nature Group
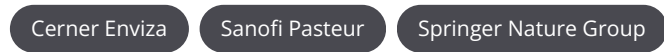
Experience

Digital Product Services Manager

Springer Nature Group | Jun 2022 - Now

 Liaising with 25+ project managers globally as an agile scrum master to ensure compliance of projects worth $800,000 with regards to GDPR, cookie management, legal, web accessibility standards and privacy matters for all digital products

 Successfully created WordPress dataflows for 15 projects valued at over $5 million, extracting user data into Google Big Query. Utilized SQL to create tables in Google Big Query for data visualization on Looker Studio, enabling insightful data analysis and reporting.

 Led end-to-end functionality of 3 digital projects worth $400,000, with regards to clinical trial management, web scraping and journal accesses. Responsible for managing APIs, building security firewalls and creating project timelines

 Created digital marketing funnels through Google Analytics 4 for 50+ projects to better visualize the effectiveness of various marketing campaigns, user journeys, track user activities like downloads and video plays

 Developed product roadmap; operationalizing strategic roadmaps for 10 projects worth $1M+; aligning them with compliance and data protection requirements

 Engaged in creating product visions with 3 teams, compelling actions despite obstacles and competing priorities

 Digital consultant to local and global medical communications and medical education teams to support business development activities, and lead the digitally focused aspects of RFP responses and pitches

Analyst

Cerner Enviza | Sep 2021 - May 2022

 Client Management: Conducts the full management of healthcare studies worth $1M+, from set up to final

report and presentation to end clients;
 Data Checks: Collaborated with 7 Data processing suppliers to facilitate agile ceremonies to ensure effective communication and collaboration within the team
 Quality Controls: Checking end to end questionnaires to ensure quality, instructions monitoring and
consistency
 Discusses report design and analysis axes with Project team and be in charge of the design of report template
and the final report;
 Supplier Management: Interacts with Data processing suppliers to ascertain analysis required for the clients are fully implemented and accurate

Medical Project Management Office Associate

Sanofi Pasteur | May 2019 - Dec 2020

 Stakeholder Analysis and Communication:
Conducted investigations through 35 documentary analysis, 100+ interviews with opinion leaders, and created a stakeholder analysis for internal usage.
Formalized analyses and strategic recommendations in innovative deliverables in 100 communication contents over 2 platforms (videos, websites, etc.)
Controlled and managed 76 different Medical projects from different teams (Marketing, Finance, Business Development, and Industrial Affairs) and proposed new approaches for internal medical usage.
 Quality and Change Management :
Managed the "Simplification" project and identified 80 different processes in the Medical department that would be improved.
Conducted and oversaw Simplification projects in 6 different geographic locations resulting in a 37% increase in efficiency.
Created and maintained the Simplification KCI Charter, through regular analytical exercises.
 Medical Project Management:
Developed 5 different ways of pushing promotional product content to different sets of viewers and engaging audience to content through strategic marketing planning.
Responsible for Digital solutions to Business projects; Created a Sharepoint portal for sharing best Medical practices, which reached 85% more audience than the target for the tool.
Assisted the Chief of Staff for Medical for 3 key projects related to change in the company culture.
Performed 12 essential KPI deliveries of the DARE2 culture in the company.

Education & Training

2018 - 2020   **emlyon business school**

Master's in Management - Grande Ecole,

2014 - 2018   **NIIT University**

Bachelor of Technology (B.Tech.),