

Product Executive – Critical Care

Location	Mumbai HO
Department	Marketing – Critical Care / Anaesthesia
Reports to	Product Manager
Experience	2-3 years in product management, preferably critical care
Qualification	B.Pharm / MBA / M.Pharm

About the role

Support brand planning and execution for Critical Care and Anaesthesia products, translating strategy into field-ready promotional tools and market insights. Build scientific engagement with clinicians while supporting field force training and effectiveness.

Key responsibilities

- Assist in developing and executing brand strategies and marketing plans for Critical Care brands
- Analyze market data, prescription trends and competitor activity to generate actionable insights
- Develop promotional materials (visual aids, digital content, scientific literature) with medical/regulatory approval
- Support field force training on product knowledge, positioning and messaging
- Support KOL identification and engagement, CMEs and scientific meetings
- Track brand performance and prepare regular MIS reports

To apply, email your CV to careers@miracalus.com, quoting the role title. No application fee, no third-party portal, ever.

Miracalus — a Naprod group company.