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EDUCATION

MBA, International Business
Thunderbird School of Global Management, Arizona, USA · 2009–2011
Scholarship awardee · Ranked #1 globally for International Trade (QS World University Rankings)

B.E., Electronics Engineering
R.A.I.T., Mumbai University, India · 2003–2007

CERTIFICATIONS

Launch Excellence (LEX) Trainer, Johnson & Johnson
Digital Marketing Specialization, University of Illinois Urbana-Champaign (Coursera), 2016

AWARDS

WoMen Who Lead Award 2026, FICCI FLO
Inspire Awards 2023, 2022, 2021, 2013 (J&J)
MD's Club of Excellence 2019 (J&J)
LEX Gold Award 2018 (J&J)
Cube Award 2018 (J&J)
Star Award 2014 (Medtronic)
IAMAI Digital Campaign Award (Shaadi.com)

LANGUAGES

English · Hindi · Bengali

TECHNICAL & AI SYSTEMS

Agentic AI (Claude Code, MCP) · GA4, Clarity, Meta Ads · Shopify, Amazon Seller Central · CRM &

SUMMARY

Marketing Leader with 17 years building brands, portfolios, and go-to-market strategy across MedTech and consumer, backed by strong commercial and P&L instincts. Led marketing for a \$26M surgical portfolio at J&J DePuy Synthes across 15 markets. Certified J&J Launch Excellence Trainer, four-time Inspire Award winner. Since 2023, led day-to-day operations and P&L management of a science-backed D2C brand as part of a three-person founding team. MBA, Thunderbird School of Global Management.

EXPERIENCE

Abinitio Solutions Pvt. Ltd.(UNTAM3D)

Co-Founder & CEO: *Led day-to-day operations and P&L management of a science-backed skincare brand as part of a three-person founding team.*

Dubai, UAE · June 2023 – Present
WoMen Who Lead Award 2026, FICCI FLO

- Managed gross margin across three channels — Shopify 83%, B2B 85%, Amazon 31% — using Amazon for discovery rather than as a primary revenue engine
- Activated distribution through CashKaro's existing CPS affiliate program for zero-spend acquisition; won B2B orders and placed the brand in 7 retail stores across Mumbai
- Ran daily operations : inventory and delivery-cost tracking, RTO and courier escalations to keep last-mile delivery on track, customer support, and monthly finance including GST, TDS, and reconciliation
- Built and ran organic growth end to end: content, creatives and campaigns across Meta, Instagram, and LinkedIn, with automated UGC sourcing and creator sampling
- Inventor of SkinSync, a provisional patented and PCT-filed personalization algorithm

Johnson & Johnson, DePuy Synthes

Marketing Manager, Joints Reconstruction (\$26M): *Led marketing for a \$26M hip and knee portfolio across 15 Middle East markets, 8,000+ SKUs, managing a team of product managers and trainees.*

Dubai, UAE · 2019 – June 2023
J&J Inspire Awards 2021, 2022, 2023

- Grew focused products 18%, delivered 167% NPI achievement; launched 2 brands in 3 years to 5% and 12% share
- Launched the region's first online patient awareness campaign, reaching 1.1M people, 8M+ impressions
- Drove S&OP alignment across commercial, supply, and demand functions. Led an instrument optimization initiative delivering ~\$1M in savings
- KOL Development & HCP Education: Developed a scalable, algorithm-based email drip campaign to build and engage KOL personas (79% open rate, 11% CTR). Built HCP education programs and virtual launch platforms for clinical adoption
- Regulatory & Compliance: Supported MDD-to-MDR regulatory transition planning across 15 markets with Regulatory Affairs and Supply Chain to eliminate stock disruption
- LEX Training & People Leadership: Certified J&J Launch Excellence (LEX) Trainer. Drove launch excellence programs across functions and regions. Mentee recognized with a J&J award in 2022

Marketing Manager, ATTUNE Knee (\$7M): *Led marketing for the \$7M Premium Knee portfolio.*

Mumbai, India · 2017 – 2019
LEX Gold 2018 · Cube Award 2018 · MD's Club of Excellence 2019

- Spearheaded 2 integrated campaigns delivering a 5.6% market share gain, through 400+ in-clinic and hospital brandings, 31 feature stories, and 5 advertorials, reaching 7.9M print and 18M online readers

marketing automation · AI creative tools

- Engaged 2,000+ surgeons and HCPs through 3 roadshows, 20 preceptorships, and conferences, cultivating relationships that drove loyalty and satisfaction
- Led the region's first local HEOR study, authoring value documentation for evidence-based differentiation
- Digital Innovation: Drove development of the Kneetiative patient app for continuum of care. Launched a zero-cost sales support tool adopted by a 100-member sales force

People Interactive (Shaadi.com)

Senior Manager, Marketing (\$0.6M): *Drove lead conversions for 2 premium brands.*

Mumbai, India · Sep 2015 – Jan 2017

IAMAI Digital Campaign Award (#Notforsale)

- Grew revenue by 7% through email marketing for lead conversions
- Part of the CSR project behind #Notforsale, a digital anti-dowry campaign (200K+ views), national IMAI award

Medtronic

Product Manager, Patient Monitoring & Airways: *Led portfolio planning, forecasting, and GTM across India, Bangladesh, and Sri Lanka.*

Mumbai, India · 2013 – 2014

- Launched the region's first wet-lab clinical training experience

Regional Sales Manager (West), Ventilators (\$1.2M): *Managed the \$1.2M West India ventilator business with a team of 2.*

Mumbai, India (Covidien) · 2014 – 2015

Star Award 2014

- On private key accounts, won back 3 key customers and rebuilt brand standing through regular field visits, servicing, and training. On the institutional side, our team won a major tender through technical submissions and query resolution

Johnson & Johnson, ASP

International Recruitment Development Program (IRDP): *Held two roles under IRDP: Regional Sales Executive and Product Executive.*

India & USA · 2011 – 2013

Inspire Award 2013

- Regional Sales Executive: drove \$0.5M key account sales for Sterrad, ASP's CSSD equipment line, in Delhi
- Product Executive: built a value-based pricing and APAC entry strategy for Biopatch; supported Sales Force Effectiveness across UAE, India, Malaysia, and Turkey. Developed an infection prevention program for nurses and KOLs along with NABH

Cook Medical

Market Research Intern

Bloomington, Indiana, USA · May – Aug 2010

- Conducted market research for critical care and peripheral intervention; supported multi-region campaigns for Zilver PTX

Capgemini

SAP Consultant & Project Quality Lead

Mumbai, India · Jul 2007 – Apr 2009

- Provided SAP S&D support for a major automobile client; led internal quality audits and EDI training