

BRIJ BIREN RAKHOLIA

(909) 314-4286 | brij@rakholia.com | [LinkedIn](#) | Anaheim, CA | Open to Relocation

PROFESSIONAL SUMMARY

Product marketing and go-to-market professional with an MBA and an M.Sc. in Medical Biotechnology, pairing campaign and brand execution with scientific depth and frontline commercial insight. Builds positioning, value propositions, and pricing for technical portfolios, launches new products and service lines, and turns Salesforce and Power BI data into insight that guides marketing decisions.

CAREER HIGHLIGHTS

- **Sourced and launched a statewide specialty-pharmacy partnership** (Lien Scripts), repositioning Don's Drugs from a local provider to one serving workers' compensation and personal-injury patients across California.
- **Launched a preventive-care service line** including vaccinations, licensing pharmacists and technicians to administer, driving 36 percent revenue growth (about \$270K annually).
- **Owned go-to-market for eight life-sciences product lines**, growing territory revenue about 30 percent over two years while delivering 110-120 percent of quota.

CORE COMPETENCIES

Product Marketing: Go-to-Market Strategy, Product Positioning & Messaging, Value Proposition Development, Market Segmentation, Competitive Intelligence, Pricing Strategy, Product & Service Launch, Sales Enablement

Campaigns & Content: Integrated Campaign Management, Email & Digital Marketing, Social Media, SEO Strategy, Trade Shows, Thought Leadership, Brochures, Sales Decks, Customer Education

Research, Analytics & Tools: Market Research, Market Sizing, Voice of Customer, Competitive Benchmarking, Business Case Development, Google Analytics & Ads, Power BI, Salesforce CRM, Canva, Adobe Creative Suite, Cross-Functional Collaboration

PROFESSIONAL EXPERIENCE

Marketing & Business Development Manager

Jun 2025 - May 2026

Don's Drugs Pharmacy

San Bernardino, CA

- Converted targeted provider outreach into 9 new physician and clinic referral partnerships, the largest single driver of new prescription volume.
- Planned community campaigns across senior-living and foster homes, pairing giveaways with educational seminars, and created brochures, printables, and sales decks on vaccination, glucose monitoring, and insulin pens.
- Built Power BI dashboards tracking revenue, volume, campaign ROI, and channel performance, guiding marketing spend and customer targeting.

Business Development Manager (Sales & Marketing)

Apr 2022 - Jun 2024

Sorbchem India Pvt. Ltd.

Vadodara & Hyderabad, India

- Built positioning and value propositions that differentiated the portfolio against key competitors across pharma and biotech segments, and shaped pricing through competitive benchmarking and market segmentation.
- Ran integrated email, digital, and social campaigns using Google Ads and Analytics, and represented the brand at pharma and biotech exhibitions, generating qualified leads from target accounts.
- Authored technical blogs and advised the SEO team on chromatography applications in pharmaceutical API manufacturing, strengthening organic reach with a technical audience.
- Relocated to Hyderabad to open South India, using market research and customer discovery to identify high-potential segments and accounts for the region.

ADDITIONAL EXPERIENCE

Teaching Assistant, Sociology, University of California, Riverside

Sep 2025 - Jun 2026

Led discussion sections for 75+ students, earning a 4.8+/5 feedback score, and tracked performance in Excel dashboards to flag at-risk students early.

Junior Executive, Deccan Transcon Leasing Limited

Sep 2021 - Mar 2022

Managed CRM records and client-communication workflows for high-value shipping and logistics accounts, and built client-facing presentations that helped secure new contracts.

PROJECTS & LEADERSHIP

- **Marketing & Growth Consulting Project (MBA):** Delivered a strategy report to Don's Drugs on revenue growth and customer-base expansion; adopted by ownership.
- **Director of Marketing, AGSM Programming Club, UC Riverside:** Led marketing for club events.

EDUCATION

Professional MBA, University of California, Riverside - Anderson Graduate School of Management

2024 - 2026

M.Sc., Medical Biotechnology, The Maharaja Sayajirao University of Baroda

2019 - 2021

B.Sc., Biochemistry, University of Mumbai

2016 - 2019

Languages: English, Hindi, Marathi, and Gujarati (fluent); Spanish (beginner).