

CHIMEREN PEERBHAI, MBA

EXECUTIVE PROFILE

Multi-disciplined Product Director with Fortune 500 multinational experience, underpinned by an MBA business masters and a multimedia bachelor's, providing the ability to frame ideas from both a creative and strategic point of view. Frequent event speaker with over 19 years' experience of driving innovation, development and commercialisation of best-in-class products.

Problem solver with expertise that spans consultative scoping, user experience, product vision, strategy and roadmap creation for digital products. Proven track record harnessing big ideas with complex business demands to deliver impeccably executed experiences that are user-centric, intuitive and aesthetically pleasing.

A Strong spirit of exploration and open collaboration with exceptional interpersonal skills to manage complex deliveries across multiple global teams. Would relish new opportunities to shape game-changing products with strong interests in Wearable Technology, IoT, Virtual and Augmented Reality.

AREAS OF EXPERIENCE

- Product Vision & Roadmap
- Product Backlog Prioritisation
- User Experience (IA, UX, UI)
- Manage Product Development
- Agile Project Management
- Strong Technical Knowledge
- Creative & Strategic Thinker
- Digital Business Transformation
- Team Leadership & Mentoring
- Compelling Client Presentations
- Data Driven Decisions & Analysis
- Digital Marketing Strategy

EDUCATION

MBA (Distinction), University Of Westminster, London, UK **2013 – 2014**

BFA Multimedia, Academy Of Art University, San Francisco, Ca **2000 – 2002**

Photography, Columbia College, Chicago, Il **1997 – 2000**

PROFESSIONAL EXPERIENCE

Global Digital Product Management Lead- Viiv, GSK GlaxoSmithKline, London, Uk **2016-Present**

RESPONSIBILITIES

- Drive product vision and strategy through development to global deployment across channels
- Lead both distributed and collocated agile teams of project managers, analysts, UX designers and developers
- Senior commercial stakeholder engagement to secure constant alignment and support from diverse groups
- Enhance customer experience while also driving agility and efficiency through digital operational excellence
- Partner with innovation unit to test, measure and iterate emerging technology features into our core offerings

KEY ACHIEVEMENTS

- Owned and delivered full cycle for HCP web portal that integrated with Veeva CRM (localised for 15 key markets), that assimilated legacy microsites onto one platform to drive scale and better nurture audience relationships
- Collaborated with marketing, commercial and medical teams to develop new tools for data visualization increasing engagement across web, mobile and virtual reality channels for both consumer and professional audiences

Assoc. Director of Product Management, Ixico, London, Uk **2014-2016**

RESPONSIBILITIES

- Managed product, project and marketing management teams in parallel, to create data driven medical decision support tools for many leading pharmaceutical companies and healthcare providers
- Conducted rigorous business analysis, target user research and multivariate testing to validate business cases and shape the product roadmap for highly differentiated and innovative product suites
- Oversaw and participated in Agile and User Centric Design methods to ensure on-budget and timely delivery of applications that balanced user needs, commercial interests and technological constraints
- Ensured digital vision was artfully communicated to stakeholders (senior executives, board, strategic partners, clients) by leading and providing strategic input for ideation workshops, prototyping, presentations and proposals

KEY ACHIEVEMENTS

- Drove technology exploration to develop new product portfolio (including CE-marked medical device) to capture and analyse data (ePRO, eCOA, machine learning, wearable technologies, Internet of Things, web-based and mobile applications). Resulting in awards from Innovate UK to fund Cygnus, a 2 year project to assess the product's impact on patient outcomes and cost effectiveness covering 4 NHS Mental Health Trusts
- Directed development of a new digital platform that integrated with emergency services providing NHS 111 and GP's with real-time access to clinical and care planning information to support personalised care pathways. Which won a competition for business research funding (£100k) from SBRI Healthcare, awards from SEHTA and Medilink for "Partnership with the NHS" and was selected to participate in 3 out of the 5 NHS Innovation Test Beds

Global Digital Strategy Manager, St. Jude Medical, Minneapolis, Mn

2011 – 2013

RESPONSIBILITIES

- Headed cross-functional team responsible for digital strategy to grow brands across 5 divisions, in over 100 countries that contributed towards driving net global sales over \$5 billion in 2013
- Planned and executed multi-year B2B and B2C marketing plans to deliver measurable, targeted, localised and engaging user-centric experiences, while ensuring legal and regulatory compliance per market
- Drove global digital and social strategic planning activities, working closely with senior management in Marketing, PR, Creative, IT, Legal and Regulatory to define actionable KPI's and effectively optimise ROI
- Maximised and managed vendor/agency/client partnerships and marketing budgets
- Analysed campaigns and defined opportunities to enhance monetisation, virality, user engagement and growth

KEY ACHIEVEMENTS

- Change management corporate wide to champion adoption of emerging technologies, through creation of a global digital strategy that encompassed use of augmented reality, crowd sourcing, virtual social worlds, wearable technologies, social media, mobile marketing, and location based services to gain competitive advantage
- Devised innovative initiatives including company's 1st augmented reality 3D marketing experience that provided salesforce real-time user interaction data to personalise pitches that increased past year's visitor duration by 52%

Interactive Development Lead, St. Jude Medical, Minneapolis, Mn

2010 – 2011

RESPONSIBILITIES

- Provided creative leadership and hands-on oversight on a portfolio of innovative design solutions from mobile applications, data driven CMS websites, 3D animations, interactive videos and ePublishing
- Oversaw the work of and contributed to all design concentrations including visual design, interaction design, user research, requirement gathering, creative concepts, storyboards, wireframes, prototyping and project planning

KEY ACHIEVEMENTS

- Contributed directly to an increase in revenue by spearheading an ePublishing initiative from inception, rollout and evaluation to deliver an effective, new and heavily utilised marketing channel to generate sales
- Analysed purchase path to optimise SEO and paid search strategies which increased conversion rates, improved qualified lead generation and increased AdWords expenditure reach by negotiating a 34% reduction in agency fees

Senior eLearning Expert, St. Jude Medical, Los Angeles, Ca

2007 – 2010

RESPONSIBILITIES

- Represented division on the Global LMS Team, along with senior cross-division partners, made key decisions to successfully select, implement and migrate five legacy platforms to a new global learning management system

KEY ACHIEVEMENTS

- Led multiple cost reduction and efficiency projects by utilising analysis of historical data and best practice research to redesign procedures that reduced production time by 28% and significantly decreased defects
- Drove Six Sigma Continuous Improvement project for a Board environmental initiative with high visibility, through the successful creation and execution of a corporate wide educational marketing campaign

eLearning Developer, St. Jude Medical, Los Angeles, Ca

2005 – 2007

RESPONSIBILITIES

- eLearning project lead, fully accountable for vendor selection and hands on development that ensured curriculum was effectively delivered to multiple geographies, while maintaining adherence to strict regulatory requirements
- Promoted innovation by delivering eLearning courses that maximised interactivity to increase learning retention by including: audio and text in multiple languages, complex animations, custom interfaces, software simulations, branching scenarios, games and interactive quizzes

KEY ACHIEVEMENTS

- Established a new in-house eLearning development team, achieving vendor cost savings of over 800k per annum
- Utilised strong cross-functional communication skills in dealings with developers, instructional designers and subject matter experts to modernise over 300 eLearning courses, which increased user engagement time by 60%

Founder, VersaStyle Creative Agency, Los Angeles, Ca **2002 – 2005**

- Defined and executed winning multi-channel marketing campaigns for consumer goods and services across a wide range of digital and print media including: multilingual websites, eCommerce, user interfaces, eCards, banners, games, community social portals, content management systems, animations, videos, branding, print advertisements, brochures, posters, billboards and apparel

Designer, Revolution Magazine, Future US, Inc., San Francisco, Ca **2000 – 2002**

Photographer and Designer, SWCI Publishing and Thousand Words Magazine, Chicago, IL **1997 – 2000**

PROFESSIONAL ACHIEVEMENTS

Exceptional Talent UK Visa, TechCity, London, Uk **2016**

- Selected for 1 of the 200 Technology Exceptional Talent UK Visas for proven thought leadership in the areas of emerging technology and marketing innovation

Udemy.com Online Course Creation, VersaStyle Consultancy, London, Uk **2016**

- Researched, wrote and developed the world's first online course on [How to Integrate Wearable Technology Into Your Marketing & Product Strategy](#) to demystify emerging technologies and transform how brands build products

AWARDS

SEHTA Healthcare Business Awards, , London, Uk **2016**

- Winner Regional Partnership with the NHS for new product development of MyBrainBook

Medi-link, , London, Uk **2016**

- Runner Up National Partnership with the NHS Award

SBRI (Small Business Research Initiative for Healthcare), London, Uk **2016**

- Co-authored winning grant of £100k towards development initiative to provide NHS 111, urgent and emergency care services with real-time access to digital care planning information

Capital One, Hack Cancer 24 Hour Hackathon, London, Uk **2015**

- Devised product concept and managed team to win 2nd place for creation of an Android app allowing supporters to chip in to send care packages of items curated by other patients to help symptoms after treatments

Comcast NBC Universal, Online Viewer Engagement 24 hour Hackathon, London, Uk **2015**

- Created an accessible virtual reality application for Google Cardboard that integrated multiplayer gaming to allow remote viewers to select and watch 360 films together within a configurable virtual environment

Facebook, Make Stuff Better 24 Hour Hackathon, London, Uk **2014**

- Managed 1st place team to develop an app that helps voters choose candidates who support human rights

Tesco, Health & Wellness 48 Hour Hackathon, London, Uk **2014**

- Pitched concept and managed team (won most enthusiastic reward) to build an app that used gamification, location beacons and personalisation to remind, reward and educate consumers for making healthier choices

SPEAKING ENGAGEMENTS

Speaker, World Class Business Virtual Reality, Frankfurt, De **2017**

Panel Member, VR World, London, Uk **2017**

Panel Member, Hackstock: Sci-fi London VR/AR film festival, London, Uk **2016 & 2017**

Speaker, NHS: The Procurement Minefield: Digital Catapult Centre, London, Uk **2016**

Panel Member, Wearable Health: The Market Gap, Digital Catapult Centre, London, Uk **2016**

Workshop, Survival in the Tech Jungle: Masschallenge, London, Uk **2016**

Workshop, Accelerate your future: University Of Westminster, London, Uk **2016**

Panel Member, London Tech Week: Macunx & UKVR Launch-VR for Good, London, Uk **2016**

Panel Member, London Tech Week: Women in Tech: Inspiring the Next Generation, London, Uk **2016**

Speaker, Women In Tech: University Of Westminster, London, Uk **2016**

Speaker, Alzheimer's Show, London, Uk **2016**

Panel Member, Medical Device Clinical Training & Education, Phoenix, Az **2012**

Speaker, 2nd Annual Pharmaceutical & Medical Device Learning Technologies Conference, Austin, Tx **2012**

Speaker, Pharmaceutical & Medical Device Learning Technologies Conference, Chicago, IL **2011**

CERTIFICATIONS

Chartered Management Institute (CMI) **2014**

Six Sigma, Continuous Improvement, Green Belt, Mistake Proofing & Lean Orange Belts **2009 – 2010**