



Gaurang Thanekar

Industrial PhD Scholar at Politecnico di Milano- School of Management & GDS communication - The European House Ambrosetti group

A highly motivated and dedicated PhD candidate with a keen interest in the transformative potential of omnichannel strategies in the healthcare industry. Seeking to contribute significantly to the field by conducting in-depth research and analysis on the status of omnichannel approaches adopted by pharmaceutical and medical technology companies. Committed to evaluating the effectiveness of these strategies, assessing stakeholder engagement, and identifying key success factors and challenges. Aim to propose actionable recommendations to enhance omnichannel communication and engagement, ultimately driving competitive advantage and improving patient-centric care in the dynamic healthcare landscape. Excited to leverage a combination of qualitative and quantitative research methods, along with expertise in data analysis, to achieve comprehensive insights and make meaningful contributions to the field of healthcare communication & digital marketing. To leverage my expertise in digital health technologies and my passion for improving healthcare outcomes to contribute to the advancement of patient-centered care in a dynamic and innovative environment.

Experience

Industrial Ph.D. Scholar in Management Engineering under the National Recovery and Resilience Plan

Research theme- Analysis of omnichannel strategies & approaches in the healthcare industry

Politecnico Di Milano, Department of Management, Economics and Industrial Engineering, *Milano, Italy*

In Collaboration with GDS communication - The European House Ambrosetti group, *Como, Italy*

Dec 2023 - Dec 2026 (expected)

Objectives: The primary objectives of this research are to comprehensively analyze and evaluate the status of omnichannel strategies and approaches adopted by pharmaceutical and MedTech companies in the healthcare industry. Specific objectives include Assessing Omnichannel Presence: Analyze the various communication channels used by pharmaceutical and MedTech companies to engage with different stakeholders, including healthcare professionals, patients, and caregivers. Evaluating Content Personalization: Investigate the level of personalization and relevance of content delivered through omnichannel approaches. Measuring Stakeholder Engagement: Quantify and compare the levels of engagement and interaction across different communication channels. Identifying Success Factors and Challenges; Explore the factors contributing to the success of omnichannel strategies and the challenges faced by companies in their implementation. Recommending Improvement Strategies. Propose actionable recommendations for enhancing their omnichannel strategies.

Researcher of “The Business Model Framework for Digital Health Start-ups in Europe based on Innovation Landscape.”

Deggendorf Institute of Technology Pfarrkirchen, *Germany*

Oct 2023 - April 2024

This research would focus on studying the innovation diffusion in digital health sector and its effect on the success of the startups via analysis of the business models. It is essential to understand the significant proportionality of innovation to success of a digital health startup for delivering quality of care to the users/ patients without compromising the quality or failing at business value creation in current competitive market.

Working Student-Product Management

Temedica Munich, *Germany*

Jun 2022 - Dec 2022

- Competitor research in the field of medical apps
- Preparation of user stories for new medical app
- Creation of medication journeys for chronic patients
- Documentation of software development following ISO13485 standards
- Preparation and active participation in a product definition
- workshop for a new medical app
- the solid technical knowledge that was usually used effectively in difficult tasks

Conference Assistant Consultant

United Nations Framework Convention on Climate Change (UNFCCC)

Bonn, Germany

Jun 2022 - Jun 2022

Junior Marketing Specialist Trainee

Brainnest Hamburg, *Germany*

Aug 2021 - Oct 2021

- Assist senior marketing specialists in executing marketing campaigns and strategies
- Conduct market research to identify target audiences and consumer trends
- Support the development and implementation of marketing plans and initiatives
- Assist in the creation of marketing materials, including brochures, presentations, and digital content
- Collaborate with cross-functional teams to ensure consistency in brand messaging and visual identity
- Monitor and analyze marketing campaign performance metrics
- Assist in managing social media accounts and creating engaging content
- Help organize and coordinate marketing events, such as trade shows or product launches
- Contribute to the creation and editing of marketing copy for various channels

Visiting Faculty for M.Sc in Biomedical Sciences Program

SVKM's NMIMS University, Sunadan Divatia School of Science, Mumbai

Mumbai, India

Jul 2020 - Dec 2020

Teaching, examining and correcting examination for following modules:

- Public Health
- Epidemiology
- Nutrition & Health
- International Healthcare Systems

Side Events & Exhibits Assistant Consultant

United Nations Framework Convention on Climate Change (UNFCCC)

Bonn, Germany

Jun 2019 - Jun 2019

Business Development & Market Research Trainee

iThera Medical GmbH Munich, *Germany*

Jan 2019 - Mar 2019

- BusinessDevelopment
- Market Research & Agile teams
- Market AccessStrategy
- Project Management

Global Strategy and Transformation Intern

Merck Innovation Center Darmstadt, *Germany*

Jul 2018 - Dec 2018

- BusinessDevelopment
- SWOT analysis
- Innovation Management
- Building Startups
- Strategic Project Management
- SCRUM, KANBAN, Agile Project Management

Medical Advisor

Merck Innovation Center Darmstadt, *Germany*

Jun 2018 - Dec 2018

Early detection of infection leading to sepsis by analyzing cytokines/interleukins combination in sweat/ interstitial fluids to prevent deadly conditions like multiple organ dysfunction via bio-sensing technology

Global Quality Operations Management Intern

Merck Consumer Health Holding GmbH Darmstadt, *Germany*

Nov 2017 - Jun 2018

- CMO Management
- Database Management (RIMS, LIMS, Salesforce, etc)
- Project Management & Controlling
- Quality Management (GCP, GMP, ICH, etc)
- Quality Operations/ FMEA/CAPA

Inventory management Intern

Meril GmbH Bonn, *Germany*

Apr 2017 - Nov 2017

- Inventory Management
- Invoicing & Order Processing
- Customer Compliance & Communications

Research Intern

Department of Chemotherapy, Haffkine Institute Mumbai, *India*

Oct 2015 - Nov 2015

Research Intern

Department of Clinical Pharmacology, KEM Hospital and G.S. Municipal Medical College

Mumbai, India

May 2015 - Jun 2015

Formulation Intern

T. M. Thakore Pharmaceutical Laboratories Mumbai, *India*

Oct 2014 - Nov 2014

Education

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M.Sc. in Digital Health

Deggendorf Institute of Technology (DIT) Pfarrkirchen, *Germany*

Oct 2021 - April 2024

Exchange student in “Industrial IoT & Digital Health Ecosystems”

Savonia University of Applied Sciences Savonia, *Finland*

Sep 2021 - Dec 2021

Master’s in International Business Management

IU University of Applied Sciences Bonn, *Germany*

Mar 2017 - Aug 2019

Bachelor of Pharmacy (BPharm)

University of Pune Pune, *India*

Aug 2012 - Jul 2016

Projects & Research

Participant & Innovator

Student Innovation Laboratory, Karlsruhe Institute of Technology

Karlsruhe, Germany

Nov 2022 - Aug 2023

- Entrepreneurship in Health
- Intrapreneurial mindset & internal venturing
- Innovation at Computer Vision for Health
- Market analysis and research

Entrepreneur

Bavaria Israel Partnership Accelerator Deggendorf, *Germany*

Oct 2021 - Dec 2021

- Market research
- User focus Lean startup
- Technical advisory
- Business model development

3rd Winner

Roche-RoX Healthcare Hackathon Berlin, *Germany*

Oct 2021 - Oct 2021

Successful development of an App and business case study for Digital biomarker detection for Oncology within stipulated timespan

Master thesis “‘IoT in Healthcare’ theme in innovation: a future perspective of Healthcare & Telecommunication industry”

In Collaboration with Merck KGaA and Deutsche Telekom AG Bonn, *Germany*

Mar 2019 - Aug 2019

Makerthon (Hackathon) Organizer

In Collaboration with Merck KGaA and Deutsche Telekom AG

Darmstadt, Germany

Nov 2018 - Dec 2018

Handling of a Project regarding IoT in healthcare which was regarding Development of a software system for geriatric patient care (Bed side care), online interface for medical professionals to fasten the emergency & Daily processes

Bachelor’s Research project “Acute & Subacute Oral Toxicity Studies of Fattolin Polyherbal Formulation in Laboratory Rats”

University of Pune Pune, *India*

Aug 2014 - Mar 2015

Achievements

Publications

Dilpesh Jain, Preeti Bavage, **Gaurang Thanekar** et al. Acute & Subacute Oral Toxicity Studies of Fattolin Polyherbal Formulation in Laboratory Rats. Inventi Impact: Planta Activa, 2015(4):190-196, 2015.

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