

# AMIT JOSHIPURA

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<b>EDUCATION</b>	<b>UNIVERSITY OF MICHIGAN</b> <b>Stephen M. Ross School of Business</b> Master of Business Administration, May 2013 <ul style="list-style-type: none"><li>• Dean's List Distinction, Member of Beta Gamma Sigma (top 20% of all MBA graduates)</li><li>• Elected: President, Healthcare and Lifesciences Club</li><li>• 2012 Kellogg Healthcare Case Competition (sponsored by Abbott), 1st place</li></ul>	<b>Ann Arbor, MI</b>
	<b>DUKE UNIVERSITY</b> <b>Pratt School of Engineering</b> Bachelor of Science in Biomedical and Electrical Engineering, May 2006 <ul style="list-style-type: none"><li>• Received \$100,000 Grant for Medical Device Invention through Business Competition</li></ul>	<b>Durham, NC</b>
<b>EXPERIENCE</b>	<b>MEDTRONIC INC.</b>	
<b>2013-Present</b>	<b>Associate Upstream Marketing Manager</b> <ul style="list-style-type: none"><li>• Orchestrated and managed a 30-physician multi-geography/multi-specialty market research project that led to direct funding of portfolio initiatives in FY15 strategic plan.</li><li>• Structured an emerging markets strategy roadmap for heart valve product through primary interviews, market share analysis/revenue forecasting, and tracking of global competitive intelligence. Recommendations have been directly integrated into business plan and project core teams.</li><li>• Organized and led Medtronic's Innovation booth presence at global Medtech conference (~13000 physicians) by developing entire showcase concept, communicating key innovative product features, and collecting critical content from customers.</li><li>• Conceptualized and created iPad app depicting over 30 design specs for heart valve products; Received highly by senior management and used by entire global sales team</li></ul>	<b>Minneapolis, MN</b>
<b>2012</b>	<b>Summer Marketing Intern</b> <ul style="list-style-type: none"><li>• Analyzed market adoption barriers in India to develop targeted marketing programs to drive sales from \$2M to \$4M nationwide. Programs are currently in execution.</li><li>• Initiated and implemented first-ever evaluative metrics to measure success of sales programs. Adoption has revealed gaps in territory coverage and sales strategy.</li></ul>	<b>New Delhi, India</b>
<b>2010-2011</b>	<b>L.E.K. CONSULTING</b> <b>Experienced Associate</b> <ul style="list-style-type: none"><li>• Developed financial model, customer segmentation analysis, and business resiliency report leading to ~\$130 million acquisition of financial reporting software provider. Received commendation and award by management for quality of analysis.</li><li>• Managed nationwide hospital calling campaign (~100 interviews) to quantify the success of introducing new medical product. Research led to significant insights around synergies between existing product base and new product opportunities.</li><li>• Designed and conducted tutorial for 10 team members on IT industry which dramatically enhanced team's understanding of client issues, yielding ~\$200 million investment by client in target IT Company and additional referrals for firm.</li></ul>	<b>Chicago, IL</b>
<b>2006-2009</b>	<b>CISCO SYSTEMS, INC.</b> <b>Marketing Engineer</b> <ul style="list-style-type: none"><li>• Conceived and implemented technology initiative through self-led trainings and customer education programs which contributed to 10% increase in sales (~\$200,000).</li><li>• Planned and executed marketing events to showcase Cisco technology. Regularly presented in front of 500+ audience members, including C-level professionals, resulting in ~\$2M of new business annually.</li><li>• Created first-ever region-wide online competitive database highlighting tactical tools to position Cisco as preferred vendor. Used by over 100 account managers and helped place region in top 16 of all sales teams, nationwide, in terms of revenue generated.</li><li>• Exceeded sales quota every fiscal quarter (~\$1 million/quarter) resulting in Systems Engineer of the Year award, youngest team-member to receive such an honor.</li></ul>	<b>Chicago, IL</b>
<b>ADDITIONAL</b>	<ul style="list-style-type: none"><li>• Helped start a free Engineering Summer Camp for under-privileged students</li></ul>	