

TANAY SHETTY

PRODUCT MANAGEMENT | HEALTHTECH & IVD | MARKETING

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EDUCATION

MASTER'S DEGREE

Business & Management (Marketing)
University of Waikato
2019 – 2020

BACHELOR'S DEGREE

Biotechnology (Genetic Engineering)
Dr. D Y Patil University
2013 – 2017

KEY SKILLS

PRODUCT & COMMERCIAL

IVD Product Management, Portfolio Strategy, Go-to-Market Planning, Product Marketing, Regulatory Transitions (IVDD to IVDR), KOL & Stakeholder Engagement

SYSTEMS & DATA

Microsoft Dynamics CRM, SAP S4, Power BI, HubSpot

GTM & CONTENT

B2B Campaign Management, Brand Partnerships, Branded Content Production, Account Management

GENERAL

Contract Negotiation, Cross-functional Team Leadership, Client Needs Assessment

SUMMARY

I work across clinical diagnostics, product, and commercial teams, focused on getting products to actually work in the market. At Sysmex in New Zealand, I scaled IVD and genetic testing portfolios, supported the IVDR transition, and led CRM (Dynamics) and SAP S4 rollouts from a commercial side. Earlier on, I spent time in marketing and partnerships, which still shapes how I think about adoption and growth. I'm usually drawn to messy, zero-to-one problems, building processes, and making things simpler and more usable for teams on the ground.

EXPERIENCE

PRODUCT MANAGEMENT IVD AND CORPORATE MARKETING

Sysmex | Nov 2022 – Nov 2025

Auckland, New Zealand

Sysmex is a global invitro diagnostics healthcare leader www.sysmex.co.nz

- Re-built and scaled the FISH diagnostic portfolio in New Zealand, delivering 300% growth in the first year, while managing IVD products across NGS, FISH, Urinalysis and Coagulation. (Fiji, Tahiti/French Polynesia and New Caledonia across the IVD portfolio)
- Managed Oxford Gene Technology (UK) and Cytocell portfolios across New Zealand and Pacific markets, supporting launches, pricing, go-to-market plans, customer adoption and portfolio growth.
- Supported the IVDD to IVDR transition, coordinating with regulatory, supply chain, and sales teams, and contributing to tender documentation.
- Managed corporate and product marketing for the portfolio, including go-to market plans, KOL webinars, digital campaigns, and sales collateral.
- Commercial systems lead for Microsoft Dynamics CRM, supporting rollout and SAP S4 integration, user training, and troubleshooting.
- Built leadership dashboards covering product performance, pipeline, customer segments, expiry risk, and basic forecasting.
- Ran product workshops, CPDs, demos, and user groups; captured customer feedback to inform roadmap and product improvements.

DIGITAL PROJECT MANAGER / KEY TEAM FELLOW

Imægo | Jun 2020 – Nov 2022

Hamilton, New Zealand

Imægo is a creative media agency. Clients included Olympic athletes partnered with global brands including Mercedes-Benz, McLaren, and others across automotive, lifestyle, and sports verticals. www.imaego.com

- Sourced and closed retainer-based brand partnerships for 4 Olympic athletes, including deals with global automotive brands such as Mercedes-Benz and McLaren, spanning campaign activations, ambassador programmes, and digital content series.
- Directed and produced advertising films and branded content for premium clients, including the She's Mercedes campaign, overseeing concept, shoot coordination, post-production, and final delivery across video, audio, and digital formats
- Managed end-to-end campaign execution for athlete-brand partnerships, tracking performance against brand awareness and commercial KPIs and reporting results monthly to both athlete and brand stakeholders.

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PRODUCT MANAGEMENT | HEALTHTECH & IVD | COMMERCIAL OPERATIONS

COURSES

HubSpot Inbound
Coursera-University of Illinois
Digital Analytics for Marketing
Professionals
Marketing in a Digital World

ACHIEVEMENTS

**TAHNEE JUBILEE AWARD
EMPLOYEE OF THE YEAR**
Sysmex New Zealand
2024 – Auckland

**WINNER-DRAGONS DEN
NEW ZEALAND**
Entrepreneurs from different domains pitch
their business models to a panel of
investors
2020 – Hamilton

VOLUNTEER EXPERIENCE

Design & Sustainability Consultant
(GoEco Waikato Environment Centre)
Community Volunteer (Red Cross NZ)

INTERESTS

T-shirt screen printing
Digital Art
Music
Trekking
Football

EXPERIENCE – CONTINUED -

MARKETING AND OPERATIONS HEAD

ZOOT | Jun 2018 – Jun 2019

Mumbai, IND

Zoot is an event management agency specialising in college festivals & International concerts / events in India.

- Led corporate events, sponsorships, and brand partnerships across 30+ universities and brands in Mumbai, including the Justin Bieber Purpose tour, FIFA U-17 World Cup, and Hardwell's world record guestlist show.
- Directed Videos- Aftermovies, showreels and promo videos of partner brands. Managed brand social media presence and brand equity by using tools such as Hootsuite, SEMrush and HubSpot CRM.
- Collaborated with 20+ brand clients across Mumbai to build campaign management, marketing calendaring, and performance reporting frameworks.
- Developed UGC and organic marketing strategies for university and brand partners, driving audience growth and engagement across social platforms.
- Negotiated with media vendors and partners, yielding a USD 60k reduction in costs in 2019.

SCIENTIFIC SUPPORT EXECUTIVE

Strand life sciences | Jun 2017 – Jun 2018

Mumbai, IND

Strand focuses in data mining, predictive modelling, computational chemistry, software engineering, bioinformatics, and research biology to develop software and services for life sciences research. www.strandls.com

- Drove business development in the personalised genomic medicine market, identifying new segments and expanding the customer base across oncology practices in Mumbai.
- Generated over USD 294k in qualified leads, exceeded MQL targets by 80% and SQL by 40%.
- Represented Strand at oncology conferences across Mumbai, engaging oncologists directly to drive adoption of genomic diagnostics in clinical practice.
- Translated complex genomic and bioinformatics concepts into targeted client communications, managing all copywriting, editing, and proofreading across the portfolio.
- Created Dashboards on Power BI to provide a monthly overview of patient progress to Oncologists, by analysing and collating available patient data.

Marketing Consultancy Project - Tidy International , Tauranga March 2020
www.tidyinternational.com

REFERENCES – Available upon request.