

Pradeep H.S

CONTACT



pradeephs_pmt@yahoo.co.in



+65 92726179 , +91 9538731661



Dormer Park #02-03 ,
53 Jervios Road
Singapore 249046

COMPETENCIES AND SKILLS

- Best business acumen in healthcare & personal care segment
- Excellent analytical and problem-solving skills
- Excellent negotiation and interpersonal skills
- Strong organizational and time management skills
- Profound experience with advertising and marketing campaigns
- Strong leadership skills and ability to implement effective marketing strategies
- Ability to determine key priorities and act on own initiative with a strong attention to detail
- Ability to work effectively in teams with tight deadlines
- Goal oriented with excellent time management skills

Executive Summary

Seasoned business leader with over 22 years of experience driving growth in the healthcare and personal care sectors across APAC. Proven track record in strategic planning, brand development, market expansion, and P&L management. Successfully led launches in diverse markets, built high-performing teams, and scaled businesses in both startup and multinational environments. Expertise spans product development, regulatory compliance, and cross-border trade, with a strong focus on innovation, profitability, and sustainable growth.

Vice President

April 2024- Till date

Cliraa Wellness Pte Ltd, Singapore

Cliraa Wellness is focused on personal care and health supplements, aiming to deliver innovative wellness products. We bridge the botanical wisdom of nature with the precision of modern science to bring you wellness solutions that are effective, clean, and deeply holistic. Whether you're looking to nurture your body from within or care for your skin with gentle strength, your journey to mindful wellness begins here.

Responsibilities & Achievements:

- Defined and executed the company's mission, vision, and long-term strategic roadmap within the health and personal care industry.
- Directed holistic company strategy, encompassing product formulation, regional market entry, and key strategic partnerships to drive growth and build brand credibility.
- Oversaw product R&D and collaborated with industry experts to develop safe, effective, and compliant health supplements and personal care offerings.
- Identified and onboarded reliable, cost-effective, and GMP-compliant manufacturing partners, ensuring scalability and consistent product quality.
- Spearheaded the go-to-market strategy, launching initial product lines via DTC and retail channels while establishing strong brand positioning in a competitive landscape.
- Ensured end-to-end regulatory compliance by working closely with legal and regulatory teams across diverse APAC markets.
- Led financial planning activities including budgeting, forecasting, and cash flow management.
- Built and led a high-performance founding team, fostering a culture of innovation, accountability, and wellness-focused purpose

**EDUCATION
AND
CERTIFICATIONS**

Masters in Business Administration-2001
Specialization : **International Marketing**
M.P.Birla Institute of Management studies

Bachelors of Pharmaceutical Science-1998
St.John`s college, India

REFERENCES

Available upon request

Business Head –Personal Care & Healthcare, Nov 2022- Feb 2024
Evolving Markets APAC

The Himalaya wellness Pvt. Ltd, Singapore

Key Markets: South Korea, Taiwan, Mongolia, China, Srilanka

Achievements

- Successful launch of Hangover relief care (Partysmart) in South Korea with distribution across 14,000 cvs
- Oral care recorded highest growth , now 3rd largest brand in MongoliaSuccessful expansion of GP creams in China , both offline & cross border trade.
 - Local manufacturing in Srilanka for Face care category

Business Head –Healthcare, APAC Jan 2019- Oct 2022

The Himalaya wellness Pvt. Ltd, Singapore

Key Markets: Singapore, Malaysia, Mongolia, Srilanka, Myanmar, Cambodia, South Korea.

Achievements:

- Lead market registered positive sales growth
- Mongolia crossed \$ 6 million healthcare business in 2022.
- Malaysia second highest sale with positive growth with skin and hair care as lead category
- Singapore consistently delivering healthy bottom line with positive revenue growth.

Regional Business Leader Oct 2008- Dec 2018

The Himalaya Drug Company Pvt. Ltd, Singapore

Key Markets: Singapore, Malaysia, Mongolia, Srilanka, Myanmar, Cambodia, South Korea & Taiwan

Responsibilities:

- Responsible for P&L of the assigned region
- Develop a comprehensive strategic regional business development plan for individual countries in region.
- Develop and implement sales and marketing business plans to achieve revenue margin and market share for the lead brands
- Drive long-range planning and business development strategy based on the overall corporate strategy, financing needs and organizational capabilities

Achievements:

- Srilanka: Established \$ 4.00 mn Business in Srilanka with 10 % PAT
- Singapore – Presence of Himalaya products in reputed hospitals- Gleneagles, Raffles, Mt Alvernia & Mt Elizabeth
- Malaysia - Consistent & profitable personal care business -5 million revenue
- Launch of Himalaya healthcare business in Myanmar & Cambodia
- Launch of personal care business in Cambodia.