

Date : 21 Aug 2023

TO WHOMSOEVER IT MAY CONCERN

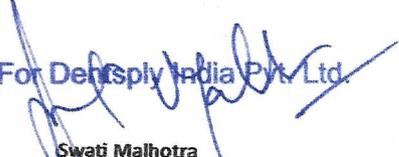
This is to certify that Ms. Rubeena Sharma Employee Id- 607, was working with Dentsply Sirona India Pvt Ltd from 6th December 2021 to 5th Feb 2023. She was fulltime employee here in Marketing department and designated as Clinical Educator.

Work schedule & hours of service: 9:00 AM to 6:00PM (Monday-Friday), 45 hours per week

She was performing following duties:

- Develop & maintain operation excellence by monitoring performance, identifying & resolving issues by creating innovative action plans, audits & analysis, working towards process improvement & upscaling quality assurance.
- Developed & maintain strategy for upscaling customer interface by conducting client need assessment, performance reviews and cost benefit analysis.
- Acquire & maintain technical knowledge by tracking emerging market trends & prepare action plan for continuous quality improvement & revenue generation
- Digital event support: regular update and upload content, product promotion, Curriculum etc, social media campaign support
- Attend exhibitions/meetings as required theme adherence, creative execution, speakers, and on-site execution of all managed programs
- Develop and maintain data of all the events where the organization will engage with customers and potential customers. These include, but are not limited to PEERS events, Training & Educational events, KOL meetings sponsorship
- Defines and manages all tactical elements of the event, including but not limited to: logistics, registration, location, travel, staffing and schedules, technical support, collateral/signage production, theme adherence, creative execution, speakers, and on-site execution of all managed functions, budget management, site selection/contracts, vendor assessment/negotiation/management
- Working with project managers & Co-ordination with Commercial team on strategic direction of the organization and align actions regarding branding, academy support, conference participation, etc accordingly
- Key Opinion Leader (KOL) / customer engagement on various key priorities of DS like, creating MoUs, International faculty collaboration, digital presence, testimonials, KOL talks on social media etc.
- Support teams with administrative & technical difficulties for performance improvement
- Plan the budgetary allocation on various activities of client projects, contracts, equipment & tools supplies, expense control against set budget, raise red flag in time to anticipate budget overshoot.
- Provide monthly performance report by collecting, analysing & summarising data & trend to support the business
- KOL/customer Onboarding & Renewal of agreements covering HCP profiling, Due diligence and red flag, database management in SFDC, HCP tracker, etc.,
- Engage, manage and communicate with customer on a regular basis for market development.

For Dentsply India Pvt. Ltd.


Swati Malhotra
HR Leader, People Solutions, India
Human Resources