

Pharma VOICE

THE FORUM FOR THE INDUSTRY EXECUTIVE

100
of the Most
Inspiring People

Also featuring the
RED JACKET AWARDS



NATALIE SIRJUESINGH

The Velvet Hammer

A master at moving audiences from un-awareness to awareness to interest, conviction, and ultimately sale, Natalie Sirjuesingh is that rare breed: a truly exceptional marketer.

Ms. Sirjuesingh joined Mission Pharmacal Company in 2010 after successful stops at Novartis, Pfizer, and other pharma companies.

She came to Mission with proven experience of doing things a certain way, yet she had the foresight to understand that Mission, as a unique, privately held organization, does not always conform to traditional approaches.

She patiently championed gradual changes, taking the organization from a small yet diverse group of marketers — each member doing his or her own thing within their respective silos — to a more integrated marketing department. By bringing marketing under a common umbrella, she has affected greater cohesion and effectiveness.

She skillfully manages the many diverse and demanding audiences both inside and out-

DETERMINED. NURTURING.

Natalie Sirjuesingh is a shining example of how to successfully market with coherency, congruency, consistency, and, most importantly, integrity.



side the organization in a gracious, low-key, yet results-driven way. She has an uncanny ability to crystallize the task at hand. Additionally, she employs a leadership style that others simply want to follow.

“My current role calls for innovative ways to bring more awareness, connectivity, and understanding of Mission Pharmacal and the Mission family of companies, internally among colleagues and externally to various healthcare, patient, and customer audiences,” she says.

She has her finger on the pulse of marketing innovation, so it’s not surprising that Ms. Sirjuesingh recognizes digital, including social media venues as well as overall advances in technology now available to the industry, as a huge influence in marketing.

There have been many career highlights for Ms. Sirjuesingh, who has worked on numerous product launches in different therapeutic categories. She describes these products as her “babies” and is proud of the successful metrics and marketing campaigns achieved.

Clients say Ms. Sirjuesingh is always passionate about their mission, communicates clearly, especially during challenges, recognizes opportunities, and balances the interests of all stakeholders.

One example is Ms. Sirjuesingh’s role in helping March of Dimes manage its partnership with Mission Pharmacal. She understands the alignment between Mission’s philosophy and the March of Dimes’ mission goals and how well they mesh together.

As the mother of twin daughters who were premature, Ms. Sirjuesingh shares a passion for the March of Dimes’ cause, yet is able to take a step back from her personal experience and do an excellent job of ensuring that Mission’s support of the March of Dimes makes good business sense.

For Ms. Sirjuesingh, success flows from input, feedback, gut instinct, evaluation, and results. Innovation, she says springs from receptivity, openness, and a willingness to try something new or different. She tackles problems by listening, empathizing, and keeping

Driven to collaborate by

DELIVERING RESULTS

Getting to know...

Sharmila Natalie Sirjuesingh

TITLE: Senior VP, Corporate Marketing

COMPANY: Mission Pharmacal Company

EDUCATION: BS, Marketing, Florida Atlantic University; MBA, Fordham University

FAMILY: Husband, Dennis; twin daughters, Denalie and Amelia, 6; parents, Dorothy and Bob; brother, Ravi

HOBBIES: Traveling, arts and crafts activities with her daughters, shopping

BUCKET LIST: Visit Israel; tour more of India

AWARDS/HONORS: Gold Award — leadership, dedication and outstanding

contribution to a first class marketing and

branding strategy for Vivelle-Dot, Noven

Pharmaceuticals; Silver Award — dedication

and outstanding contribution to the

successful launch of Vivelle-Dot, Noven

Pharmaceuticals; Circle of Champions

Fundraiser, March of Dimes, March for Babies

San Antonio market 2012 - 2017

ASSOCIATIONS: Healthcare

Businesswomen’s Association, March of Dimes, board member, San Antonio market; SA

Cancer Council

SOCIAL MEDIA:  

open communication going to stay focused and on course.

Colleagues say she provides direction and high-level oversight, while giving people the autonomy to develop different approaches.

Ms. Sirjuesingh says she would like to be remembered for her ability to “get it” in terms of mastering pharma marketing: being able to quickly put the puzzle pieces together, formulate and execute a strategic plan that delivers results, and ultimately helping patients to improve their lives.

She believes in mentoring and is a lead supporter for Mission’s Leadership Development Program for sales representatives interested in pursuing leadership opportunities in sales and marketing. As a female executive among the senior leadership team at Mission, it is important to Ms. Sirjuesingh to give back, especially to her female colleagues. She is passionate about the marketing process — the strategy, creative and execution — and welcomes an opportunity to share and educate. 