

MANJOT DEOL

Head of Commercial Strategy & Projects | Global Diagnostics & Medical Devices

📍 Boston, MA | 📞 +1 978 289 0036 | ✉ manjot.deol@gmail.com

EXECUTIVE SUMMARY

Head of Commercial Strategy & Projects executive with 30+ years of experience defining and orchestrating global commercial strategy across Life Sciences, Medical Devices, and Diagnostics. Proven track record of translating enterprise priorities into actionable initiatives, optimizing global portfolios (up to \$600M), and leading large-scale commercial transformations across developed and emerging markets.

Trusted strategic advisor to executive leadership on commercial performance, market trends, and long-term growth direction. Deep expertise in building insight-driven strategy foundations, establishing collaborative operating models across Business, Product, and R&D functions, and driving accountability for measurable outcomes over activity. Recognized for turning around underperforming businesses, unlocking new growth platforms, and leading high-impact commercial transformation. Trained on Danaher Business Systems (DBS) continuous improvement tools.

CORE STRATEGY & TRANSFORMATION EXPERTISE

Corporate & Business Unit Strategy	Growth Strategy & Market Expansion	Portfolio Optimization & Capital Allocation
Business Transformation & Turnarounds	Commercial Strategy & Go-to-Market	Operating Model Design & Org Alignment
Pricing & Revenue Growth Management	Competitive Intelligence & Market Insights	Data-Driven Decision Making & KPI Governance
P&L Management	M&A & Integration Leadership	Digital Commerce & ERP Implementation

PROFESSIONAL EXPERIENCE

Leica Microsystems (Danaher Corp)

Oct 2023–Present

VP & General Manager, Sales & Service – Americas

Boston, MA

- ▶ Define and orchestrate regional commercial strategy for a \$300M P&L across North America and LATAM, translating enterprise priorities into actionable initiatives with clear metrics and accountability
- ▶ Designed and launched global multi-channel go-to-market strategy with structured playbooks and sales enablement frameworks deployed across geographies, including digital commerce channels
- ▶ Led commercial transformation initiative defining clear from-to state for market segmentation and resource reallocation toward high-growth segments, with measurable KPIs and accountability framework
- ▶ Executive Director for two U.S. manufacturing sites
- ▶ Serve as strategic advisor to senior leadership on portfolio prioritization, competitive positioning, and strategic investment decisions; act as quality gate for major commercial initiatives

Smith & Nephew

Jan 2022–Oct 2023

VP & General Manager, Global Service

Boston, MA

- ▶ Built and scaled a new global service P&L from the ground up, establishing a collaborative operating model across geographies and functions to eliminate handoff dynamics and enable co-creation of strategy and execution
- ▶ Defined end-to-end commercial strategy anchored in differentiated value proposition, including pricing architecture, customer segmentation, and digital enablement roadmap
- ▶ Delivered 43% YoY growth through strategic repositioning and operational excellence
- ▶ Led ERP implementation transforming service operations and data visibility, establishing KPI governance infrastructure to link performance outcomes to strategic choices

Smith & Nephew

Apr 2018–Jan 2022

VP, Strategic Marketing – Arthroscopic Enabling Technologies

Boston, MA

- ▶ Led global commercial strategy function for a \$600M business unit, serving as central hub for defining strategic direction, aligning Business and Product teams, and orchestrating commercial execution across geographies
- ▶ Turned around a declining business within 18 months by defining a clear from-to transformation, grounded in deep customer insight, market segmentation, and differentiated value proposition development
- ▶ Developed and owned multi-year strategic roadmap guiding investment and resource allocation; ensured full alignment across R&D, Product, and Commercial functions from earliest stages of strategy development
- ▶ Led acquisition that created a new Imaging & Robotics AI platform, expanding the company's growth horizon
- ▶ Built best-in-class market intelligence and competitive insight capabilities, establishing a rigorous, insight-driven foundation for strategy development and executive decision-making

Smith & Nephew

Jan 2016–Apr 2018

Senior Director, APAC & Emerging Markets

Dubai, UAE

- ▶ Led a \$400M business across 160+ countries spanning Asia-Pacific and Emerging Markets
- ▶ Partnered with regional leaders to define and deploy market expansion strategies tailored to local healthcare economics, customer needs, and competitive dynamics across 160+ countries
- ▶ Delivered the highest growth and profitability results in the division during the tenure

GE Healthcare – Asia Pacific

2011–Dec 2015

Regional Marketing Director, Medical Diagnostics

Singapore

- ▶ Established strategic marketing discipline to drive business development and growth initiatives across APAC
- ▶ Worked closely with country commercial leaders to identify and execute strategic growth projects
- ▶ Contributed to a two-point gain in market share in 2014 through targeted initiatives
- ▶ Launched online education program for healthcare professionals in APAC—expanded globally as best practice

GE Healthcare – Southeast Asia

2008–2011

Marketing Director, Healthcare Systems

Kuala Lumpur, Malaysia

- ▶ Designed and implemented 'Healthy-Indonesia' initiative, growing Ultrasound business 3× in Indonesia
- ▶ Transformed marketing from promotion-focused to a strategic, growth-driving function
- ▶ Collaborated cross-functionally with country sales and product teams to drive profitable growth
- ▶ Recipient of the GE President's Award for outstanding performance during this period

GE Healthcare – Southeast Asia

2002–2008

Business Manager, Healthcare IT Solutions

Kuala Lumpur, Malaysia

- ▶ Established a new P&L and team for the rapidly growing Healthcare IT business in ASEAN
- ▶ Maintained 75% market share in ASEAN with consistently high profitability across the region

Siemens Medical

1992–1999

Technical & Sales Roles

New Delhi, India

- ▶ Built and grew the Healthcare IT business unit from inception
- ▶ Held progressive service and sales roles across the medical technology portfolio

EDUCATION

Columbia University *Leading Strategic Growth*

Harvard Business School *CORe – Credential of Readiness*

IIM Bangalore *Business Management*

Thapar Institute of Engineering & Technology *Bachelor of Engineering (Electronics)*