



Product Manager - Job Description

52% of the world can't access essential healthcare: we're a business that does something about it. Join us.

We focus on access to health products and services in emerging markets through a three-part model; focusing on collecting insights on community's health needs, running targeted health campaigns (education, screening, etc) and managing the distribution of a range of essential medicines and health products.

Why work with us? We are challenging established business norms, with a new value proposition to build a socially-minded business model for half the planet. You get to be creative, move fast, own truly important things, grow, learn, and help people. We're not a charity, we are redesigning how affordable healthcare is delivered through truly innovative business and service delivery models.

We already work with over half of the world's largest pharmaceutical companies and have footholds in markets across Southeast Asia, India and Africa. We will be expanding rapidly over the next year and entering a number of new regions and markets.

Who are we looking for?

Title: Product Manager

Arrangement: Full-time contract

Start Date: May 2026

Location: Andheri, Mumbai

Reporting to: Group Product Manager

Company Link: www.reach52.com



reach52 is seeking Product Manager that would support reach52's mission to improve access to healthcare for 52% of the world, who currently cannot access it. You will work to build and manage the marketing strategies and implementation for our products for sale in India. You should have a strong knowledge of the pharmaceutical industry and extensive experience in developing and implementing marketing programs for pharmaceutical products.

What you'll do

The core role scope and responsibilities of the role will be:

- Develop marketing programs, strategy and implementation for pharma products
- Develop and initiate launch plans for new products
- Support new product identification and acquisition
- Manage oversight of marketing programs
- Train and manage field force on marketing programs
- Develop and oversee quarterly marketing budgets
- Coordinate with Impact programs on public health integration
- Collaborate with sales, medical affairs, and regulatory teams to ensure marketing materials are accurate and compliant.
- Monitor and report on campaign performance, using data to refine strategies and improve outcomes.
- Stay updated on industry trends, consumer behavior, and regulatory changes affecting pharmaceutical marketing in India.

Who you are (probably!)

- 2 to 7 years of pharmaceutical marketing experience in India
- Deep understanding of pharmaceutical market dynamics
- Experience with NCDs and/or multiple disease categories a plus



- Experience in a loosely structured, start-up-like setting and demonstrated ability to think quickly and independent
- Ability to travel and meet customers where they are
- High autonomy, entrepreneurial mindset. Ability to see the big picture and support achieving the details
- A passion for healthcare access, innovation, and social impact - 52% of the world can't access healthcare, our goal is to solve this
- An agile, hardworking and growth mindset, able to thrive in a fast-paced environment - grow, pivot, grow
- Excellent communication and stakeholder engagement skills, both internally and externally-
- Love dynamism and an ever-changing set of challenges and projects to work on - we have a lot going on, but it's working!