

Led global regulatory strategy for a \$14B spin-off, driving rebrand, manufacturing transition, and innovation—while navigating aggressive trademark exit terms



Wound Care Leader

Situation

Advised a \$14B global spin-off with a diversified healthcare portfolio—spanning medical devices, drugs, and cosmetics—through end-to-end regulatory strategy for rebranding and manufacturing transition. Guided multi-year execution across 140+ markets, aligning submissions, labeling, and supply chain planning to minimize disruption and ensure compliance amid shifting global requirements.



Our approach

Portfolio: 45,000 SKUs | 140+ Markets | Highest-Risk Class Products

- Conducted in-depth analysis of local regulatory landscapes to define country-specific and cross-functional requirements
- Developed a global regulatory work plan and implementation roadmap informed by targeted regulatory intelligence
- Aligned cross-functional teams through collaborative strategy sessions—ensuring compliance, labeling accuracy, and supply continuity
- Leveraged advanced predictive analytics platform:
- **Code-driven backend for scenario planning and forecasting**
 - Structured database integration for real-time, data-informed strategy
 - Designed executive-level dashboards for progress monitoring, issue escalation, and decision support



Impact and outcomes

- **Strategic Plan for 45,000 SKUs in 4–6 Weeks:** Delivered at record speed using a code-driven backend—cutting months off typical planning timelines
- **Global Planning Tool:** Generated target submission and approval dates across 140+ markets, 3+ product types, and 14 change types
- **Executive Dashboards & Visualizations:** Enabled scenario planning, risk visibility, and informed decision-making
- **Enterprise-Wide Alignment:** Achieved through targeted global workshops for rapid adoption and execution
- **Live Regulatory Tracking Dashboard:** Monitored submissions and documentation across all markets in real time through web-based tools, allowing user friendly interface – typically tracked via excel sheets