

Tushar Naik joins ICPA as VP

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Naik will spearhead the pan-India marketing team at ICPA



ICPA Health Products (ICPA) has appointed Tushar Naik as its new Vice President, Marketing & Sales division, effective August 2022. Naik, who served as the Senior GM - Sales & Marketing of the Biovation Division of Immunology (Rheumatology & Dermatology) at Zydus, will spearhead the pan-India marketing team at ICPA. He will be responsible for marketing and product strategy for all product categories, brand positioning and market expansion in conjunction with sales.

Naik, a pharma industry professional has over three decades of experience in the healthcare industry, especially in pharmaceutical, biotechnology and cosmetology. He also headed the Sales & Marketing of Ranbaxy's Ortholands Division of Bone Health & Growth Hormone. Naik has also recently authored a book titled *Medical Representative - An Indispensable Medium For The Pharmaceutical Industry*.