

**Press Release**

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## **Promius Pharma's Harshal Deshpande Named PM360 Trailblazer 2017 Brand Champion for Pain/Inflammation**

Princeton, NJ, USA. September 12, 2017 – *PM360*, a publication for marketing decision makers in the pharmaceutical, biotech, and medical device industries, recently named Harshal Deshpande, Marketing Director and Brand Lead at Promius Pharma LLC, as the Trailblazer Brand Champion for the Pain/Inflammation category.

Harshal is being recognized for leading all aspects of the launch of Promius Neurology. He led a team of seasoned marketers and agencies in laying out a vision for a cohesive ecosystem for patient engagement and empowerment. His vision and drive led to bringing together professional organizations, patient advocacy groups, patient bloggers, and social media groups under the umbrella of [No Time 4 Migraines](#), an unbranded disease awareness campaign providing critical insights to patients with migraines and their caregivers. In empowering patients through this campaign, Harshal ushered in unprecedented innovation and outreach at Promius Pharma.

“We are thrilled *PM360* is recognizing the exceptional work of Harshal,” said Anil Namboodiripad, PhD, Senior Vice President, Proprietary Products and President, Promius Pharma. “To be awarded such a prestigious distinction from other leaders in the field is an incredible acknowledgement of the vision Harshal has brought to Promius and migraine patients nationwide.”

Since 2009, the *PM360* Trailblazer awards have recognized outstanding achievement and innovation in healthcare marketing. Each year, nominations are judged by the *PM360* Editorial Advisory Board, a distinguished cross-section of industry experts. Winners are selected for their ability to stand out in the complex, ever-changing healthcare environment. In particular, judges selected winning entrants for innovation, leadership, ability to communicate, and analytical and organizational skills.

“The reason we insist on calling these winners champions is they represent the life blood of our industry,” says Anna Stashower, CEO and Publisher of *PM360*. “They are on the front lines pushing brands to success and helping to innovate the ways in which their companies must operate in today’s environment. We are honored each year to put the spotlight on these individuals.”

Winners will be honored during a special reception at Gotham Hall at 1356 Broadway in New York City on Thursday, September 14, 2017. Profiles of all of the night’s winners will appear in *PM360*’s October issue.

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You can also follow the awards real-time on Twitter at [www.twitter.com/pm360online](https://www.twitter.com/pm360online).

**About PM360**

*PM360* is the premier, must-read magazine for marketing decision makers in the pharmaceutical, biotech, and medical device industries. Published monthly, *PM360* is the only journal that focuses on delivering the full spectrum of practical information necessary for product managers and pharmaceutical marketing professionals to succeed in the complex and highly regulated healthcare environment.

The journal's targeted and insightful editorial focuses on issues that directly impact critical decision making, including: Planning and implementation of cutting edge strategies, trends, the latest technological advances, branding/marketing, advertising/promotion, patient/professional education, sales, market research, PR, and leadership. Additionally, the "360" in the title signifies the span of this critical, how-to info with personal and career insights for an enjoyable and thought-provoking read.

By providing the full circle of enriching content, *PM360* is truly an indispensable tool for busy and productive marketing professionals to stay at the top of their game.

**About Promius Pharma LLC**

Promius Pharma is a wholly owned subsidiary of Dr. Reddy's Laboratories, one of the largest and most respected pharmaceutical companies in the world. With a robust commercial infrastructure and extensive research and development capabilities through its parent company, Promius Pharma is committed to bringing new products to market that meet patients' needs in dermatology and neurology. For more information, visit [www.promiuspharma.com](http://www.promiuspharma.com).

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