



## Seema Ahuja

*Global Head of Corporate Brand & Head of Communications – EMs, Biocon Biologics*

Seema Ahuja is the Global Head of Communications & Corporate Brand for Biocon Group and also the Global Head of Corporate Brand & Head of Communications- HQ & EMs Commercial, for Biocon Biologics.

**She drives Corporate Reputation for Brand Biocon and Brand Biocon Biologics, which includes Internal and External Communication for the group in addition to Digital & Social Media Communication for Biocon Group entities.**



Over the last 14 years, at Biocon Group, she has led the Global Communications & Corporate Brand team and has built a strong reputation for Biocon as a leading global biopharmaceutical company and the most respected biotech brand from India. She also developed a strong corporate narrative for Biocon as a leading global player in Biosimilars driven with the purpose of enabling affordable access to patients across the globe. She has also driven communication for Biocon's CSR arms Biocon Foundation and Biocon Academy. Seema has been engaged in building a strong reputation for Kiran Mazumdar Shaw, as a Global Thought leader, since 2011.

In 2019, Seema was inducted on the Executive Leadership Team (ELT) of Biocon Biologics and she kickstarted the Corporate brand building for Biocon Biologics with an independent brand identity. Over the years, Biocon Biologics is fast gaining recognition as a unique integrated, pure-play biosimilars, global player. Since then, she has led Global Communications including Internal Communications, Media Relations, Leadership Communication, External Communication & PR, as well as driven the Digital Communication & Social Media Management and Product Marketing Communication for Biocon Biologics.

Before joining Biocon in 2011, she was leading Corporate Marketing & Communication for Jubilant Bhartia Group with a presence in Life sciences, Food, Energy, Aviation, Agri and Defence sectors through independent entities and prior to that, she was engaged in reputation management for leading global brands like Ranbaxy and Lupin Pharma, where she built the function and did award winning work.

A well-recognized Corporate Communications & Brand Management expert, Seema has nearly 35 years of marketing & communications experience with over two decades in Senior Leadership roles in the Pharma & Life Sciences sector. During her long career she has played a critical role in building global brands, spearheading the Reputation management practice. She has leveraged her media relations and brand management expertise for leading public listed companies in the Pharma, Life sciences and Biotech sectors. Her passion for excellence has got her numerous external recognitions.



as a 'Top Communications Leader' of the country and she was recently awarded with a Lifetime achievement award for her outstanding work by a well recognized industry body.

Seema has pursued an inhouse model of Communication and has passionately developed talent to build a winning team at Biocon. **She is recognized as a leading PR & Communication Professional, an Influential Game -Changer, a Social Media Expert and a Leading Voice of the sector for many years in a row and has won many awards like 'Mentor of the year', 'Healthcare Professional of the Year', 'Communication Professional of the decade' etc.**

She drives her team to deliver excellence and **under her leadership, Biocon Group's Global Communications team is placed at No. 2 amongst the Top 30 Corporate Communications teams of India.** Her team has featured in the prestigious Top 30 Teams since 2017. Under her leadership, Biocon has won many accolades for its Digital & Social Media Brand Campaigns.

Seema has graduated from India's leading Institute of Hotel Management, Catering & Nutrition, Pusa and holds a Post Graduate specialization in Marketing and Advertising from Bhartiya Vidya Bhavan. She also holds a Post Graduate Diploma in Public Relations from London School of PR.

**Currently, Seema is passionately engaged in building a strong reputation for Biocon Biologics as a global, innovative and trustworthy brand which is aligned with the organization's vision of transforming healthcare, transforming Lives. She is also managing overall reputation of Biocon Group.**

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