

# Pragati Gusmano, ND

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## Areas of Expertise

- Sales, marketing and communication expert with experience in natural products and supplement industry.
- Project Management experience leading multidisciplinary teams.
- Expertise in the application of biochemistry and biology as related to clinical nutrition, health and wellness
- Expertise in nutritional laboratory testing and diet and nutrient therapy.
- Experience in the analysis, research, and development of educational content pertaining to nutritional interventions.
- Experience developing medical education content for practitioners.
- Experience creating patient facing educational content on health and wellness topics.
- Clinical experience utilizing integrative therapies including botanical medicine, lifestyle modification, exercise, supplementation and nutritional counseling.
- Extensive training in integrative and functional medicine as a healthcare provider and sales professional.

## Experience

### Naturopathic Doctor, Private Practice

2014 - Present

- Provided patient consults for a wide variety of conditions utilizing diet and lifestyle modifications, nutritional counseling, botanical medicine and various integrative therapies.

### Formulator and Medical Researcher, Care/of

2022 - Present

- Work cross functionally between multiple teams (digital, brand, product strategy) to deliver medically accurate content.
- Manage safety and medical data for product portfolio.
- Research and write medical substantiation documents for product portfolio.
- Provide ongoing medical expertise across multiple teams to support business objective.
- Provide project management support for product launches and reformulations.
- Create SEO content outlines for staff writers.
- Support customer service team in answering consumer questions.

### Account Manager, Focus Vitamins

2021 - 2022

- Manage southeastern territory valued at 1.3M.
- Provide outstanding customer support and sales support to Retina Specialists and Medical Doctors.
- Utilize PSS and consultative selling technique to grow existing accounts and open new accounts.
- Facilitate virtual trainings and lunch and learn events.
- Support implementation into multi doctor practices and clinics.
- Provide clinical benefits of nutrition as related to macular degeneration and eye health.
- Educate practitioners and clinical staff on product line, website use and technology associated with practice management.

### Territory Sales Manager, Metagenics

2016 - 2020

- Year over year met or exceeded sales goals in geographic territory
- Efficiently managed a territory that spanned Central and Northeast Florida by optimizing call cycle to current accounts and prospective accounts.
- Attended industry events, conferences and association meetings to promote brand awareness and engage with prospective accounts as a representative of Metagenics.

- Ability to utilize PSS and consultative selling techniques to grow existing accounts and open new accounts.
- Provided outstanding service to existing accounts.
- Educated customers on new and existing products through sales presentations and patient events, virtual and in person.
- Supported HCP's on the implementation of nutrition into their practice.
- Acquired new customers through effective prospecting strategies and building a pipeline of leads and referrals.
- Utilized CRM to manage territory sales and input activities on a daily basis.
- Provide healthcare providers with information from a clinical perspective in order to facilitate best in class patient care in functional and integrative medicine.

### **Nutrition Program Manager, Maximized Living**

**2014 - 2016**

- Manage and create clinical nutrition training programs for in network Chiropractors.
- Serve as a medical educator for practitioners utilize nutrition and supplementation.
- Facilitate and create content for training seminars, intensive programs and online learning modules. Programs include nutrition plans, supplementation guidelines and nutritional laboratory testing.
- Provide project management support for the external team creating a digital application used to screen patients for long-term health risks based on diet and lifestyle behaviors using iterative project management style.
- Formulate a line of therapeutic and general health supplements.
- Develop FDA compliant content for labeling supplements and e-commerce.
- Develop and create marketing materials to educate practitioners on how to utilize supplements in practice.
- Create and manage treatment plans and protocols to be used in conjunction with laboratory testing offerings.
- Develop and maintain relationships with clients.
- Promote the use of in-house product line and facilitate practitioner training on condition-based use of supplements.

### **Nutrition Specialist**

**2014**

- Medical educator for practitioners utilizing nutrition based programs in practice.
- Assist with management of nutrition program.
- Organize and lead the team responsible for creating a digital application used to screen patients for long-term health risks based on diet and lifestyle behaviors.

### **Whole Foods Market, Supplement Sales**

**2013**

- Support natural product sales through exemplary customer service.
- Engage in ongoing training regarding product lines and therapeutic applications

## **Education**

Bastyr University. Doctorate, Naturopathic Medicine

2013

University of Central Florida. Master of Arts, Communications

2008

Rutgers University. Bachelor of Arts, Anthropology

2007

## **Teaching Experience**

### **Bastyr University**

- Clinical Laboratory Diagnosis III, 2013.
- Clinical Laboratory Diagnosis II, 2013.
- Clinical Laboratory Diagnosis I, 2012.

- Manipulation I, 2012.
- Normal Maternity, 2012.
- Medical Procedures, 2011.

## **Awards and Achievements**

- Academic Scholarship. Angel Beauty Scholarship Foundation, 2012.
- Les Griffith Founders' Award, Bastyr University, 2011.
  - *Awarded to one student, annually.*
- Fellowship Award. University of Central Florida, 2008.
- Dean's List. University of Central Florida, 2007-2008.
- Dean's List. Rutgers University, 2004-2006.

## **Activities**

- Ronald McDonald House Key Initiative Committee
- Venture Grant. Bastyr University, 2011.
  - *Grant provided funding to study the medicinal benefits and therapeutic applications of seaweed in Ireland.*
- Student Representative to the American Association of Naturopathic Physicians. Bastyr University, 2011-2013.
- Contributing writer: Bioclinic Naturals Student Voices, BlogHer, MindBodyGreen, SheKnows: Experts Among Us and Maximized Living Magazine. Portfolio available upon request.