

## Dr. Namrata Upadhyay

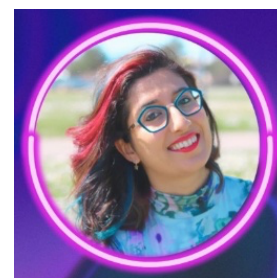
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### PROFESSIONAL SUMMARY

#### Dentist, MedTech Coach and Company Executive

Dr. Namrata Upadhyay is a rare hybrid leader with deep experience in both clinical dentistry and the global MedTech industry. With 15+ years of combined experience in medical devices and clinical practice, she worked as a clinician in India and Slovenia before transitioning into MedTech - supporting device companies as an external consultant and serving within manufacturing firms as Chief Medical Officer and VP, Marketing.

Namrata specializes in evaluating dental product companies and providing strategy that unlocks multi-market access - often at roughly half the budget and in half the time. She is Co-Chair of the Medical Device Special Interest Group at the European Medical Writers Association (EMWA) and has authored multiple articles on clinical development plans, ISO 14155, and global regulatory strategy under the EU MDR.

She now leads NamNR Pro, coaching dentists in MedTech foundational and commercial skills to become sought-after consultants, freelancers, and Key Opinion Leaders within the dental industry – helping them to open additional revenue streams to their clinical practice. She is also leading the creation of a digital marketplace platform, where dental companies worldwide can post project needs and dentists can apply at competitive pricing.

Namrata's therapeutic scope spans dental, cardiovascular, spinal, orthopaedic, and software/AI as a medical device (SaMD). She has supported companies including Dentsply, Orthofix, Diagnocat, AlignTech, Odne etc. Her expertise covers end-to-end gap analyses (marketing, FDA, EU MDR), documentation and submissions, clinical study design and monitoring, and regulatory strategy.

### CORE AREAS OF EXPERTISE

**Executive Leadership:** Board advisory • Coaching • Network Leverage & Collaboration • Strategic communication • Executive support • Marketing, clinical and regulatory strategies for MedTech companies • Team leadership

**Clinical Studies:** Clinical studies design and management • Clinical research • GCP training • ISO 14155:2020, MDR, FDA • Meta-analysis and literature search • Monitoring and follow-up activities • Pre-clinical study design and management

**Regulatory & Compliance:** Regulatory Affairs • Authoring clinical evaluation plans and reports • Establishing a clinical evaluation process (as per MDR 2017/745 and MedDev 2.7/1) • ISO 13485 • ISO 14971 • Regulatory strategy development • Regulatory support for FDA applications • Safety reporting • Risk Assessment & Management

**Marketing Leadership:** Marketing strategy • Defining marketing claims to match regulatory needs • Marketing content creation • Rebranding • Creative packaging (primary to tertiary)

**MedTech Market Access Strategy:** All risk classes of medical devices • Developing novel endodontic products

### PROFESSIONAL EXPERIENCE

## Founder & CEO – NamNR Pro

01/2024 - Present

NamNR Pro trains dentists in Medtech fundamentals and helps dental product companies collaborate more closely with dentists worldwide.

Companies get access to

- KOLs
- Early adopters for product testing
- Premium dental advisors who support dental R&D projects, clinical research projects, complete regulatory submission projects, marketing and sales projects.

Dentists get access to

- Complete MedTech and corporate readiness training through our 3-6 month program
- Access to career coaches, personal branding experts and recruiters for career expansion
- NamNR Pro's platform where dentists can upload their profiles and be approached by companies to engage with them directly.

## Chief Medical Officer & VP Marketing

08/2022-09/2023

Odne (formerly Lumendo) – *A Zürich based start-up developing novel endodontic products*

- Directed clinical investigations and marketing for a portfolio of endodontic products – dental filler, root canal cleaning products etc
- Designed and managed all pre-clinical studies
- Managed all KOL profiles for both clinical and pre-clinical activities
- Rebranded the company by creating the name Odne (the word “Endo” spelt backwards).

### Key Accomplishments:

- Established the design, process and management of all of Lumendo's clinical studies (Turkey & Brazil) as per ISO 14155:2020
- Provided regulatory support for FDA application and MDR strategy guidance
- Provided complete marketing support, including coming up with the new name of the company, rebranding and redesigning the visuals, logos and pitch decks
- Established a clinical evaluation process as per MDR 2017/745 and MedDev 2.7/1 for all 3 products of Lumendo
- Authored the first clinical evaluation plan and report for Lumendo's 3 products
- Established meta-analysis and literature search process for the company

## Independent Medical Device Consultant & Freelancer

03/2020-2024

- Supported global brands, noticeably Dentstply Sirona, Align Tech, Orthofix, Diagnostics, Medthority with a wide array of marketing, clinical and regulatory projects, CEP and CER writing, notified body deficiency report review and guidance.

## Team Manager & Safety Reporting Lead

06/2020-07/2022

MD Clinicals

- Supported medical device manufacturers with clinical investigation planning, study designing, monitoring and follow-up activities
- Also, managed the regulatory strategy design, clinical evaluation process design, medical writing and safety reporting activities

## Project Associate

08/2019-01/2020

Medidee

- Authored clinical evaluation plans and report writing for a leading dental product brand

**Dental Clinical Career** - India & Slovenia

05/2011- 03/2014

## **EDUCATION**

### **Certifications:**

Marketplace platform design - 2025

Workshopper Master - 12/2023

Digital Marketing – Mastering SEO SEM, Social Media - 05/2023

Certified Clinical Medical Device Associate - 03/2020

MDR Regulatory Affairs Certificate - 04/2020

Clinical investigation (ISO 14155) and Good clinical practice trainer – 04/2020

**Doctor of Dental Medicine**, University of Ljubljana, 2014

**Bachelors in Dental Surgery**, India, 2011

## **OTHER**

Languages: English with French (B2)