Aleksei Ogarkov

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Pharma commercial excellence expert with a strong background in SFE, CRM, and BI. I deliver data-driven growth by optimizing sales processes, implementing performance dashboards, and leading high-impact digital transformation projects.

Experience:

HCP excellence head | Akrikhin (Polpharma) | 09/2025 – current

- Developed and monitored the execution of the HCP promotion strategy, driving higher promotional effectiveness.
- Led the development and optimization of CRM, sales reporting, and other commercial excellence tools, managing key projects to enhance physician engagement and sales performance.

Commercial excellence project manager | AstraZeneca Plc | 04/2022 – 09/2024.

- Managed delivery of an AI-powered platform integrating Next Best Action and Marketing Mix Modeling; tender process (RFQ/SOW, vendor selection, contract negotiation), gathered business requirements, coordinated cross-functional teams, tracked milestones, and validated 30+ strategic hypotheses, achieving a 7% Rx growth.
- Executed the rollout of a Digital Reps Center with omnichannel strategy for 20k+ customers; introduced NLP-based call tagging to optimize performance tracking and insight generation, improving customer retention by 35%.
- Led full lifecycle project management for a Customer Journey CRM module — from business requirements gathering and vendor coordination to deployment and SF engagement. The project was awarded the BPM Product Award.
- Managed the end-to-end commercial data migration for the Alexion acquisition, defining data mapping rules and validation protocols to integrate the target client base and critical sales data into new BI and CRM systems.

Sales Force Excellence Business Partners Lead | AstraZeneca Plc | 05/2017 – 03/2022.

- Directed cross-functional sales performance initiatives, including KPI design, dashboard rollout, customer segmentation, and omnichannel planning — supporting a 39% CAGR over five years.
- Managed analytical workstreams across 8 national sales expansion projects and 20+ product launches, driving a 183% sales increase and 52% salesforce growth; applied Lean principles to streamline targeting and coverage.
- Led end-to-end delivery of an A/B testing framework for omnichannel campaigns, boosting customer conversion by 28%; ensured standardization, scalability, and continuous improvement.
- Streamlined the HCP consent management process by designing and implementing a simplified data collection workflow, achieving a 90% consent rate across the target client base.

Sales Force Effectiveness Lead | Bayer AG | 01/2016 – 04/2017.

- Managed end-to-end delivery of sales performance and automation projects, leading a team across KPI design, SFA implementation, and territory potential modeling — enhancing commercial execution across markets.
- Led global initiative to optimize customer segmentation and sales activation using advanced analytics, contributing to a 9% YoY sales growth.
- Managed CRM development and rollout for 500+ users, integrating a 360° customer view that increased user satisfaction from 50% to 85%.
- Designed and implemented clustering models for territory optimization, enabling data-driven alignment, coverage planning, and performance diagnostics.

Business Intelligence Lead | Bayer AG | 12/2014 – 01/2016.

- Managed BI operations, including data integration, MDM, reporting automation, and dashboard development.
- Conducted comprehensive profiling of 40K+ prospects using key metrics to guide strategic targeting.
- Migrated reporting to Power BI, enhancing visualization, accuracy, and reducing manual effort by 40%.

Business Analyst | Bayer AG | 02/2012 – 12/2014.

- Delivered analytical support for sales by developing reports, segmentations, and performance evaluations.
- Established an ETL/reporting workflow to process 3k+ contract violation cases, enhancing compliance and ROI.
- Optimized profit pool analysis and ROI reporting for promo campaigns, contributing to a 15% net profit increase.

Education:

Master's degree in Managerial Economics | Orenburg State University | 06/2000 – 05/2005

Skills:

- **Tools**: Scrum, Lean Six Sigma, Jira, Confluence, Trello, Asana, Veeva, Salesforce, Power BI, Excel, SQL, Python

- **Soft**: Strategic Thinking, Communication Skills, Project Management, Cross-functional Collaboration, Adaptability.

- **Languages**: English (C1), Russian (Native).

Certifications:

- [Professional Scrum Master II Certificate](#) by Scrum.com (2025)

- [Certified Six Sigma Black Belt Certification (CSSBB)](#) by ISSI (2025)

- [Power BI Data Analyst Professional Certificate](#) by Microsoft (2025)

- [Agile with Atlassian Jira](#) by Atlassian (2024)

- [Fundamentals of Machine Learning for Healthcare](#) by Stanford Online (2023)

- [Business Application of Machine Learning and AI in Healthcare](#) by Northeastern University (2023)

Honors & Awards:

2024	**Top 40 Digital Experts in Russia** (2023 Ranking): Recognized by the "I Am a Leader" association for developing AstraZeneca's AI-powered strategy and digital engagement tools.
2023	**Expert of the Year in Marketing Digitalization**: Awarded at the "Techno 2023" National Business Awards for implementing novel digital solutions for HCP engagement.
2022	**Growth & Leadership Award** (AstraZeneca, CIS): Awarded in the "AI, Big Data & Digitalization" category for achieving #1 market position in digital communications.
2016	**LIFE Award (Bayer)**: Received in the "Leadership" category for the successful implementation of digital solutions for sales force effectiveness.