

Vijay Kumar S

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PROFILE

A communication and market research specialist with eight years of experience across industries. Extensive work with a FMCG client and pharma clients like BMS, Amgen, AZ, Merck, Pfizer, Sanofi and Novartis. I analyze the consumer, supplier, competitor and business trends to support the management team in making key business decisions.

Proficient in account management, market research, business intelligence, procurement, consumer trends, creative writing and report writing, corporate communication, internal communication, public relations, market research, creative writing and report writing.

To download a few published articles, [click here](#).

EXPERIENCE

Independent Market Research Consultant – (September 2022 to present)

Domain: Account management and market research

Location: Chennai

Currently, I am supporting a large advertising firm rebrand their apparel client through field research.

Infiniti Research Bangalore – Lead Research Specialist – (March 2020 – September 2022)

Domain: Account management, market research, primary and secondary research, executive reports and procurement intelligence

Location: Chennai (WFH), office was based in Bangalore

- I was handling two accounts, a large FMCG company and a pharmaceutical company
- Increased the project hours executed by 40% in two years
- Handled a team of ten people

AstraZeneca Chennai – Assistant Manager (September 2019 – February 2020)

Domain: Market research and business performance

Location: Chennai

Knowledge as a service to internal stakeholders, procurement and vendor management, corporate communication and content.

Cincinnati Bell Technology Solution – Senior Research Analyst (January – June 2019)

Domain: Market Research (Client side)

Location: Chennai

Lead a team for providing support to host of research firms in primary and secondary research.

Market Research and PR Consultant (2016 -2018)

Domain: Account management, market research, content development and Public Relations

Location: Chennai

- Leverage experience in content development and market research to provide ad hoc support
- Media relations to mid to large firms

The Smart Cube – Senior Research Analyst 2 (2013-2016)

Domain: Account management, corporate communication, content management, market research, Public Relations.

Handled a large biopharmaceutical account individually. I supervised the development of an internal communication magazine. As part of the content management team, I have delivered thought leadership articles on industries such as MICE, e-commerce, technology, commodities and others.

I helped Fortune 500 clients in developing supplier landscape and evaluation, competitor landscape, cost and pricing, currency research, commodity research, patent research, M&A, product launch and market entry, regulations, market characteristics, best practices and others. I have handled a team a small team for a year

I have handled the social media engagement, search engine optimization and digital capabilities for the company.

Location: Delhi NCR

- Perform exhaustive secondary research through subscribed databases like Lexis-Nexis, Bloomberg, Thomson One, Profound, Dialog Pro, journals, annual reports, government and ministry websites
- Understand research objectives, design research strategy, interpret and analyze information for accuracy, exhaustiveness and applicability
- Key growth drivers and constraints, mergers and acquisitions, company analysis (financial health, lawsuits, patents, new products, management changes, product recalls, and analyst ratings)
- Study the overall economic scenario, government support, investments, industry bodies, IPR and patent laws, licensing mechanisms, global policies and its implications in India, research organizations
- Provide research and analysis on companies such as corporate strategies and competitive positioning, financials; analyze industries, identify and analyze trends, value chain and competitive landscape
- Analyze sudden fluctuations and look for interconnectedness of economic, social and political insights and spot connections and patterns from the information available to develop trends and characteristics
- Translate client objectives into clear deliverables with associated priorities and constraints and aid the internal team to make decisions pertaining to client and project management
- Build a logical solution and create a cohesive story line using implicitly stated information

MILESTONES

- Have written extensively on a wide range of topics
 - The articles are published on the company website and magazines such as Terra Green (Teri's Flagship magazine), Infraline Plus, Brand Quarterly and others
 - Used as thought leadership to pitch for sales
- Engaged extensively with a biopharmaceutical client to help them establish a long-term contract with a medical device firm (drug delivery); the deal came through

Good Relations India – Senior Account Executive (2012)

Domain: Public Relations

I built the research vertical of this PR firm from scratch. The service portfolio expanded during my tenure at this company. I have done creative campaigns, media plans, email marketing, media monitoring, promotion campaigns, online reputation management, social media follow-up's and managed photo shoots.

Location: Chennai

- Account management
- Market research
- Media relations
- New business development

MILESTONES

- Provided key research inputs, which helped the company launch two new services, CSR advisory and Social Audit
- Conducted an in-depth feasibility study to help a medical billing company set up a new office
- Developed and implemented comprehensive media and non-media strategies
- Actively pitched articles which are published in mainline newspapers, coordinated events, press conferences and interviewed business leaders

Beroe Inc – Research Analyst (2011-2012)

Domain: Market Research (Public Relations)

I helped Fortune 500 clients understand PR as a category at a Global level. Public Relations is a niche category and most of the research was based on interviews with experts.

Cost structure, pricing models, supplier and competitor analysis and benchmarking, global sourcing, engagement models, Key performance indicators, negotiation strategies, company risk analysis

Location: Chennai

- Provide business intelligence to help the stakeholders reduce their procurement costs in indirect spend categories
- Identify and recommend suppliers/service providers for long term strategic engagement
- Industry overview and regional analysis including supplier rating, growth prospects, end user segmentation, supply-demand analysis and global trends
- Procurement practices such as sourcing strategies, client-agency relationships, pricing models, engagement models, KPI's, PR evaluation
- Costing and pricing analysis which include cost structure, external and internal cost drivers and price drivers
- Supplier analysis which includes information on operational, functional and service capability with supplier evaluation grid
- Identify the best agencies at global and regional levels

MILESTONES

- Established a strong network of veterans in the field of PR internationally, their inputs have added immense value to tailor made projects
- Developed new models to understand PR as a category at a global level and negotiation strategies to deal with agencies

EDUCATION

Master of Business Administration (Marketing), 2011

PSG Institute of Management, Coimbatore

Bachelor of Engineering (Electronics and Instrumentation), 2007

Hindustan College of Engineering, Chennai

High School, 2003

St. Mary's Anglo Indian Higher Secondary School, Chennai

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