

TANUJA RAI PRADHAN

Head – Consumer Insights, Brands & Marketing

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A multi-faceted professional with over 22 years of rich & extensive experience including Consumer Insights & Analytics, Digital Marketing, Marketing Management, Brand Development, Business Development, and Client Relationship Management

Targeting **Director / VP level assignments in Consumer Insights & Analytics | Brand Development | Marketing | Digital Marketing | Business Development & Consulting** with an organization of high repute in the **Telecom / Technology / eCommerce** industry

CORE COMPETENCIES

- Consumer Insights & Analytics
- Market Research
- Business Development
- Marketing Strategy & Execution
- Business Expansion
- P&L Accountability
- Product Innovation
- Market Intelligence
- Brand Management
- Campaign Planning & Management
- Customer Acquisition
- Project Management
- Operational Excellence
- Data Analytics
- Team Building & Leadership

MANAGERIAL SKILLS

- Executive Leader & Motivator
- Visionary & Advisor
- Decision Maker & Strategist
- Problem Solver
- Communicator & Team Player
- Proactive Planner & Change Agent

EDUCATION CREDENTIALS

Post Graduate Diploma in Business Analytics (Marketing) from IBS with CGPA 8.4; 2001

B.Com. (Hons) from Delhi University; 1997

Other:

- Holder of **C certificate** from Senior Division Air Squadron Girls NCC

PERSONAL DETAILS

Date of Birth: 17th September 1977

Address: D- 803, Ashok Gardens, Parel, Mumbai

Nationality: Indian

Languages Known: English and Hindi

Passport No.: T29013130 (valid till 10/01/2029)

Visa Status: USA visa for 10 years

PROFESSIONAL SUMMARY

Excels in **blending creative intellect/insight and sharp planning skills** for managing marketing & business operations and meeting top / bottom-line objectives across the **Telecom, Real Estate, FMCG, and Technology** domains. **Strategic Thought Leader** with an established record in leveraging consumer & marketplace insights to shape top strategic initiatives across the business. Directed challenging assignments of **launching & improving strategic positioning of the few largest & most profitable brands**.

Valued champion in **leveraging consumer insights & analytics** to drive strategic decision-making and develop effective marketing strategies. **Drove research to identify & prioritize innovations** and optimize product concepts, positioning statements, digital experiences, advertising, and other cross-channel communications. **Recognized as a Brand Champion**, who has managed brand-building activities that are launched on both digital and traditional media.

Proven track record in **spearheading special projects in marketing at Reliance Jio under the guidance of the chairman Shri Mukesh Ambani** that encompassed digital marketing and on-ground initiatives like association in big events like IPL; worked on both digital & offline marketing strategies for targeting, positioning, segmentation, go-to-market planning, distribution plans, end-user testing, and so on. **Member of JioMart launch team** contributes to **digitize conventional trading in India and data monetization opportunities** by developing the largest online marketplace. Recipient of **multiple Marketing Awards** including the famous **Cannes Lion 2019** shortlisting **JioPhone** in the category of **Product Design Lion**.

Excellence in conceptualizing, developing & launching innovative & compelling services/products/programs that deliver breakthrough growth and transformational change. **Cross-functional leadership**; providing vision enterprise-wide via decisive and insightful headship, leading routine project planning and operations through strategic thinking and decision-making

PROFESSIONAL EXPERIENCE

Since Feb'21: Vi (Vodafone Idea Ltd.), Mumbai as Head – Consumer Insights, Brands & Marketing

- **Member of Vodafone Idea's national leadership team**, in charge of **directing consumer insights & analytics and brand creation department** across the country; fostered consumer insights within the company by employing consumer voices and data analytics to inform overall corporate strategic decision-making
- Generated **consumer insights and employed data analytics** to support strategic decision-making while working collaboratively with diverse departments; leveraged the strength of internal research capabilities and external data integration
- Established the **key performance indicators (KPIs)** and actionable targets to measure & improve performance
- Performed Brand Tracks, Customer Satisfaction Assessments, Retail Audits, Net Promoter Score (NPS) evaluations, PDH, Emotion Analytics, UX/UI research, and other quantitative studies such as new product development and concept testing on a regular basis
- Analyzed **social media performance** and worked closely with Digital Marketing Team to build tactics that effectively engage digital customers
- Integrated with **Big Data and Analytics** for advanced analytics projects such as **Marketing Mix Modeling**, etc., allowing us to unearth interesting customer stories by combining external & internal data sources and assisting in the development of organizational strategy

Reliance Jio, Mumbai as Head – Consumer Insights, Special Project Marketing & Jio Mart Analytics (HQ) **Oct'15 – Feb'21**
Reported directly to the CEO

- **Integral Member of the Jio launch team**, built a dedicated division to leverage massive data & information available within the Reliance ecosystem
- Collaborated with the chairman's office and other Reliance companies like **Reliance Retail, Reliance Chemicals, Reliance Hospitals & Reliance Petro** on various innovations, including marketing campaigns, product ideas, pricing initiatives, and so on
- Provided a **Marketing Intelligence Report** on a weekly basis, recommended ideas for new & innovative campaigns adopted by Jio/Reliance by tracking the innovative work of global giants (T-Mobile, Sprint, Verizon, Google, Facebook, Unilever, etc.)
- Drove the design & implementation of various social media campaigns and submitted Jio's case studies for prestigious marketing prizes such as the **Cannes Lion**, where our work on the JioPhone was shortlisted in the product development category
- Managed **consumer insights & analytics** for the entire Jio ecosystem, including Connectivity, App Ecosystem, Jio Phone, Jio Giga Fiber, Jio Enterprise solutions, and so on; this entailed driving KPI measurement and actionable insights through a variety of research methodologies, including secondary research, quantitative studies, qualitative research, ad hoc research, and so on
- **Member of the New Commerce team's leadership**; monitored marketing & analytics activities offering comprehensive real-time insights to brands while discovering data monetization potential for the business

Kantar (Formerly TNS Global), Gurugram as Vice President **Oct'12 – Oct'15**
Key Clients: Diageo, USL, Idea Telecom, Unilever, L'Oreal, Mondelez, Vodafone, VIP, Abbott, DRL, and so on

- Designated as **Head – Quantitative Business for the western region**, responsible for driving revenue from the **Brand & Communication** and **Retail & Shopper** disciplines across 3 divisions and generating over 70% of the company's regional income
- Worked in key sectors such as **Telecom, Alco-beverage, FMCG, Real Estate, OTC**, and so on
- Managed various types of studies across:
 - **Brand & Communication** practice including brand tracking exercises for leading telecom & liquor players, concept testing, identification & targeting of positioning strategies, new product launches & assessments, advertising evaluations, launch evaluations, understanding needs & requirements, churn analytics & retention strategies, consumer behavior analysis, marketing media mix optimization, and so on
 - **Retail & Shopper** practice including path-to-purchase analysis, identification of triggers & barriers in the customer journey, concept evaluations, understanding the shoppers' journey, conducting mystery visits, shelf optimization, assortment optimization, packaging testing, and working with key clients in Mumbai using the Needscope methodology

The Nielsen & Co., Delhi as Director – AAC (Advanced Analytics Consulting) **May'11 – Oct'12**
Key Clients: Pepsi, Frito Lays, Perfetti, Coke, Nestle, RB, Twinings, GSK, Pernod Richard, SCJ, Sab Miller, Britannia, CavinKare, TGBL, American Express (Amex), and so on

- Managed the division's **North & South zones**, with a focus on store-level analysis using Nielsen retail panel data
- Contributed to driving the division's annual sales objective as well as client service
- **Initiated & spearheaded analytics projects in Telecom, Retail & Finance industries**, leveraging systems like CRM (Customer Relationship Management) and financial modelling to deliver actionable insights
- Performed studies which include distribution strategy, marketing mix modeling, right store analysis, new product launches, media mix modeling, price & promotion studies, CHAID analysis, marketing ROI, forecasting (category/brands), channel mix optimization and right assortment analysis

Cushman & Wakefield India, Gurugram as National Head – Research & Business Analytics Group **Jan'07 – May'11**

- Holds the honor of founding & establishing the **Research & Business Analytics Division for Cushman & Wakefield's India headquarter** and transforming it into a revenue-generating operations
- Contributed as a member of the **Team Leadership Group, Global Content and Branding Team**, focused on increasing the organization's intellectual capital and producing revenue
- Actively participated in various critical groups, including the National Leadership Forum, Strategic Marketing Group, and so on
- Worked as a SPOC for interactions with global internal & external clients, consulting firms and chaired office committees
- Advised on the exploration of new markets in the **Asia Pacific area**, including Sri Lanka, Bangladesh, and Nepal
- Chaired social committees and acted as a torchbearer for the **Lift & Shift initiative in Asia**

Jones Lang LaSalle, Gurugram as India Manager **Jan'06 – Jan'07**
Reported to the National Director - Research & Advisory for India and the National Director – European Research in London

- **Member of Strategic Consulting & Research Team**, with the honor of managing a globally financed study initiative dubbed **World Winning Cities**
- Developed the division and successfully published several prestigious articles as part of the **World Winning Cities Research Program**
- Collaborated with other experts to provide advisory services & research support as a member of the Research & Consulting Team, which includes offering experience in valuation, investment advisory, property utilization, and land value

PREVIOUS EXPERIENCE

Bharti Cellular, Ahmedabad as Assistant Manager – Service Assurance & Consumer Insights, Launch Team **Apr'04 – Jan'06**

IMRB International, Delhi as Senior Consultant (Technology Group) **Jun'01 – Apr'04**