

MAYUR S. BHAGWAT

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Professional Summary

- Total experience of over **4 years** across various facets of marketing like **Sales, Advertisement, Strategy, New Product Planning (NPP), Ideation, Project Management and Market Research**
- Currently working with **J&J Pvt. Ltd.** (Janssen India) as Executive Business Development
- Previous stints include working as an **Account Planner** for **Publicis Healthcare**, freelance with **McCann Health** and as a **Cancer Care Advisor** with **Bristol Myers Squibb**
- Qualification: B.Pharm + MMS (Marketing)

Professional Contour

New Product Planning, Project Management, Strategy & Market Research

Johnson & Johnson Pvt Ltd, 2015-Till Date

Responsibilities Undertaken:

- **NPP and launches** of Janssen products in **South Asian Markets** like Srilanka, Bangladesh and Maldives for various therapeutic areas like **Cosmetics, Dermatology ,Oncology, Neuropsychiatry, Immunology and Mass Market**
 - This involves co-ordinating with Regulatory, Supply Chain, Marketing, Finance, Legal, Packaging and Production team for timely launch of products in these markets
- Brands launched in these markets- Aveeno, RoC, Velcade ,Yondelis, Invega Sustenna, Stugeron, Sibrium, Motilium-M and Imodium
- **Secondary Market Research:** This involves sharing business insights and reports with franchises by analyzing secondary data provided by agencies like IMS, AIOCD, CMARC and Brandtrac
- Supporting and leading various **strategic projects** like Long Range Financial Planning, Business case preparation, Business development projects like Out licensing and distribution for Janssen products
- Prepared Marketing plan for launch of Long Acting Injections in Srilanka

Achievements:

- ‘**Leadership Imperative AWARD--Connect**’ for excellence in **project management** at NSM
- ‘**Encore-Gold**’ for **Maldives** Kick off **Business** by the director of International Market

Account Planning (Advertisement)

Publicis Healthcare, 2014-2015; McCann Health (freelance), 2014

Responsibilities Undertaken:

- Prepared **strategic insights, concepts and communication plan** by doing Primary & Secondary Research across specialty sectors like **diabetes, hepatology, neuropsychiatry, trauma & pain-management** for below mentioned brands
- Prepared **Campaign theme** based on above market research for various brands such as:
 - **Glove On, Udlivil, Glimer, Gluformin G, Tolaz LAI, Libre Pro, Haemaccel, Durapain, Invokana and Armman (NGO)**
- Assisted in preparing **field force campaign, brand reminders, visual aid** inputs for **Melaglow, Follihair and Facelin** Prepared collaterals for **Nanavati** hospital rebranding

Sales and Marketing

Bristol Myers Squibb India Pvt. Ltd, 2010- 2012

Responsibilities Undertaken:

- **Sales:** It included **concept selling**, competitor analysis, territory planning, **sales forecasting**, distribution management and generating sales via research based scientific communication and **patient partnership programs** with oncologists Achieved YOY **growth of 50%** for the brands Sprycel and Taxol with annual **individual revenue generation of 1.1cr**
- **Marketing:** Improved **brand recall** by implementing **customized scientific communication**
- Increased prescriber base by implementing various **KOL engagement** activities like **Continuous Medical Education, Round Table Meetings and International Speaker Programs**
- **Leadership:** Led, mentored and managed a team at BMS

Achievements:

- ‘**SPARTANS AWARD**’ from the M.D of BMS at the NSM for **outstanding performance and dedication**

Internships

Creative thinking and Ideation

Business of Ideas, Feb 2014-Mar 2014

- Developed **activation and promotional plans** for Bhootnath Returns, Gangs of Ghost & Bewakoofiyaan
- Created marketing, **ideation and content** campaign for **Star Sports & P.N Gadgil jewelers**

Branding (FMCG)

Parag Milk Foods Ltd. (Gowardhan) May 2013-Jul 2013

- **Market Mapping:** Understanding of cheese industry, retail market and **competition analysis**
- **Brand Mapping:** Understanding of consumers buying behavior and **perceptual mapping** of Go cheese in the minds of consumers
- **Communication Plan:** Provided inputs for communication plan and **BTL** activities for the launch of Go-cheese spread

Independent Projects

- Conducted a study on how **private label brands** can contribute significantly **to increase the revenues** of Indian supermarkets like **D-Mart, Big Bazaar and Reliance Fresh**- Link: <http://bit.ly/2cmqCuY>
- Conducted a **feasibility concept testing** study of **Cadbury Modaks**

Extra-Curricular Achievements and Activities

- Recipient of the “**MET GAURAV**” award for outstanding performance at National level 2014
- **1st runner up** at the **National Youth Convention** 2013 where professional colleges across India had participated. The event was streamed live on www.sv150nyc.com
- **1st place in Dhrishti**, a poster making competition held by SIMSREE in 2013
- **Team leader and mentor** of the team which won in **Aarohan** 2012 and 2013 outbound program respectively
- **2nd runner up in Indian Pharmaceutical Association (I.P.A) Radio Jockey Competition** (2010)
- Won the **1st** and **2nd** place in **I.P.A Chess Tournament** in 2010 and 2008 respectively
- **1st place in District Level Singing** (2001)
- Core committee Member of **Alumni-Corporate Affairs Committee** of MET’s Institute of Management
- Was a part of the contingent chosen to represent MET to meet our **President Shri Pranab Mukherjee** and Ex-president Late **Dr. A.P.J. Abdul Kalam** at Delhi-2013

Education Qualification

YEAR	DEGREE/CERTIFICATION	INSTITUTE	BOARD/UNIVERSITY	RESULT (%)
2014	MMS – Marketing	MET Institute of Management	University of Mumbai	77.00
2010	B.Pharmacy	K.M.Kundnani College of Pharmacy	University of Mumbai	67.25
2006	HSC	Jai Hind College	Maharashtra	82.17
2004	SSC	St.Xavier's High School (Fort)	Maharashtra	84.13

Additional Qualification

- **Digital Marketing certified course** organized by **MSME** (Micro, Small and Medium Enterprise) body of **GOI**