

## Manas Raheja, Male, 26

[mns.raheja@gmail.com](mailto:mns.raheja@gmail.com) | +91-9414970916 | <https://www.linkedin.com/in/manas-raheja-930ba335>

Year	Educational Qualifications	Board/Institution	CGPA* /%
2014	Bachelor of Technology	National Institute of Technology, Jaipur	8.16
2010	XII (CBSE)	Grenvalley Public School, Bhilwara	70.2%
2008	X (CBSE)	St. Anselm's School, Bhilwara	88.4%

### Work Experience

Business Associate Consultant		ZS Associates	July 2017 - Present
Market Research	Responsible for creating project plans and client management, design quantitative market research surveys, mentor and coach associates in their career progression		
	1. <b>Brand Tracking:</b> Conducted product performance tracking to gauge awareness, trial, usage and perceptions of the target customers in order to assess their drivers and barriers to use the client product		
	2. <b>Patient Segmentation:</b> Helped client to identify various patient segments in the market, to drive the development of retention and growth strategies, to develop customized messaging for each patient segment		
	3. <b>Message Testing:</b> Evaluated most effective messages for higher sales of a novel drug due to being launched the next year		
Business Analyst		ZS Associates	Feb 2015 - Jun 2017
Market Research	Primary responsibilities included data sanitization, setting up analyses, creating client-ready deliverables & vendor management		
	1. <b>Market Opportunity Assessment:</b> Helped the client to target consumers better by evaluating the segments with the help of a combination of existing primary and secondary data		
	2. <b>Demand Estimation:</b> Helped the client to refresh its estimates of global market shares for its products to support its 2017 forecasting and scenario planning		
	3. <b>Qualitative Research:</b> Gain insights from physician's discussion on a Twitter-like platform and provide valuable recommendations to the client, helping them understand a relatively new and rapidly evolving rare disease area and make informed decisions		

### Professional Skills

- MS Excel, PowerPoint, MS Word, Basic VBA Macros and R programming

### Positions of Responsibility

- Leading a team of 4 associates at ZS Associates
- Captain of the institute's Basketball team (NIT Jaipur)
- Organizing Head of the 17th All India Advani Memorial Basketball Tournament (AIAMBT - 2014)
- Technical Head in the organizing team in 16th All India Advani Memorial Basketball Tournament (AIAMBT - 2012)
- Basketball Team Captain, represented Bhilwara at the State Level Basketball Tournament at the U-17 level in the year 2007