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. **Brand Tracking**: 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. **Patient Segmentation**: 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. **Message Testing**: 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. **Market Opportunity Assessment**: Helped the client to target consumers better by evaluating the segments with the help of a combination of existing primary and secondary data 2. **Demand Estimation**: Helped the client to refresh its estimates of global market shares for its products to support its 2017 forecasting and scenario planning 3. **Qualitative Research**: 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 |