

Bineet Jain

Senior Brand Manager - Topical Pain Relief (Iodex+Voltaren) at GSK Consumer Healthcare

Summary

Marketing professional with 8 years of experience in FMCG Marketing, Customer Marketing, Sales & Distribution.

- Brand Management – brand strategy, communication development, media planning, consumer activations, consumer insight, market research, P&L management, product management, product innovation
 - Customer Marketing – trade marketing, business planning, channel programs, shopper/trade activations, product launch planning, point-of-sale visibility strategy, vendor mgmt
 - Sales & Distribution - sales operations, channel mgmt, distributor mgmt, sales rewards, sales force mgmt, demand forecasting
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Experience

Senior Brand Manager - Topicals (Iodex+Voltaren) at GSK Consumer Healthcare India

October 2015 - Present (11 months)

Spearheading the brand management of the Iodex portfolio and the business delivery. Leading the complete planning towards revamped launch of Voltaren in India (post Novartis JV).

Senior Brand Manager - Biscuits at GSK Consumer Healthcare India

December 2013 - September 2015 (1 year 10 months)

Developed and deployed the portfolio strategy for the biscuit brands of Horlicks Milk Biscuits and Boost Chocolate Biscuits.

Senior Regional Customer Marketing Manager - West at GSK Consumer Healthcare India

April 2013 - November 2013 (8 months)

Regional Customer Marketing Manager - West at GSK Consumer Healthcare India

November 2010 - March 2013 (2 years 5 months)

Area Sales Manager at GSK Consumer Healthcare India

May 2009 - October 2010 (1 year 6 months)

Management Trainee at GSK Consumer Healthcare India

May 2008 - April 2009 (1 year)

Skills & Expertise

FMCG

Trade Marketing
Customer Insight
Customer Marketing
Shopper Marketing
Market Analysis
Segmentation
Management
Business Development
Business Analysis
Business Strategy
Market Research
Sales Management
Team Management
Competitive Analysis
Strategy

Education

Faculty of Management Studies - University of Delhi

Master of Business Administration (MBA), 2006 - 2008

National Institute of Technology Tiruchirappalli

Bachelor of Technology (B.Tech.), 2001 - 2005

Delhi Public School - R. K. Puram

Class XII, 1998 - 2000

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[Contact Bineet on LinkedIn](#)