# DEEPA KALPATHI

*A product management professional with experience in research, prototyping and marketing, branding, and product analytics*

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## EDUCATION:

**2015 – 2017**   **University of California, Berkeley**                              Berkeley, CA
*Master of Information Management & Systems; GPA: 3.9/4*
- Course Work: Introduction to High Level Programming (Python), Distributed Computing & Infrastructure, Information Organization & Retrieval, User Interface Design & Development, Data Mining & Analytics, Information Visualization

**2004 – 2006**   **Loyola Institute of Business Administration**                     Chennai, India
*Post Graduate Diploma in Business Administration (Major – Marketing); CGPA: 8.18/9*
- Graduated top 1%; Awarded TVS Electronics Prize for placing 1st in Marketing, Awarded Best Project in Marketing, Achiever of Sundaram Fasteners Prize for scholastic achievement

**1999 – 2003**   **MS Ramaiah Institute of Technology**                              Bangalore, India
*Bachelor of Engineering (Major - Medical Electronics); CGPA: 86.3%*
- Ranked 4th in the University, Founder Chairman award for academic excellence, Distinguished Achiever Award; Only student to receive it for all three – Academics, Co-curricular and Extra-curricular activities

## EXPERIENCE:

**SKILLS:**     **Research** – Qualitative, Quantitative, Shopper, Ethnographic, Neuroscience
**Product Management –** Innovation & product launches, Marketing communication & Activation
**Business:** P/L responsibility, Team management, Strategic business planning

**2012**         **Category Manager**                                                Bangalore, India
**- Aug 2014**   **MTR Foods, Parent Company: Orkla Group, Norway** *(US $80 million Consumer Products company in India, US$ 4.9 billion globally)*
*Responsibility – P/L of 30% of company's revenues, Global Projects with parent company - Orkla, P/L for Retail Stores; Managed team of 2 brand managers and 2 store managers*
- Revitalized an acquired regional brand & launched it nationally. Garnered 12% marketshare in 1 quarter
- Successfully relaunched a Snacks brand in 2013, becoming the number 2 player within one quarter
- Introduced first ever mobile loyalty programme & increased revenues by 17% in 2 months
- Effectively developed and implemented digital marketing and social media measurement
- *Projects: Volume estimation of new markets and categories, Brand performance measurement, New product innovations, Strategic 3 year planning, Annual marketing calendar, Data mining of loyalty data*

**2008 – 2012**  **Marketing Manager - Dairy** *(Promoted from Marketing Services Executive)*    Gurgaon, India
**Tetra Pak** *($13 billion Packaging Company globally)*
*2011 - 2012*    *Responsibility – Dairy, South Asia Markets; Responsible for profitability & marketshare in the region*
- Lead marketing initiatives to drive category growth. Increased awareness by 35% and trial by 77%
- Successfully launched a new concept to drive availability of Tetra Pak packages in retail stores
- Developed a 3-year strategic marketing plan, which resulted in 42% increase in sales across South Asia.
- *Projects: Category and geography data analysis, Volume estimation, Competitive tracking & analysis*

*2008 – 2011*    *Marketing Services Executive – South Asia Markets; Responsible for marketing activities & budgets*
- Lead marketing activation campaigns and achieved 8% increase in brand awareness per campaign
- Successfully launched digital marketing with viral campaigns and interactive applications
- Appreciated by global team for setting best practices in managing budgets worth $9 million annually
- *Projects: Marketing budget allocation & spends analysis, Marketing campaigns & efficiencies*

**2006 – 2008**  **Product Manager**                                                 Chennai, India
**CavinKare** *(US$ 193 million Indian Consumer Products Company)*
*Responsibility - Marketing of 2 salon chains with 50 outlets*
- Conceptualized & implemented brand identity, positioning for 2 brands
- Launched India's first loyalty solution for salons which led to a 21% increase in spends by customers
- Established salon performance metrics & developed a new salon sales forecasting model
- *Projects: New salon sales modeling, Determining key metrics, Market estimation, Data mining (loyalty)*

**COMMUNITY:** **Action for India's Development (AID):** Taught children of migrant labourers from Bangladesh & Nepal as a part of AID's education programme. 15 students entered mainstream school in 2012.

**TOOLS**            Business Warehouse (SAP), Qlikview, Python, R
**CERTIFICATIONS:**  Introduction to Data Science, R Programming, Python Programming            Coursera
**INTERESTS:**       Writing – Blog, Stories for children & Travelogues; Nature & wildlife photography