

Ravindra Ramavath

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Summary

Experienced professional with 16 years of diverse experience in Consulting, Marketing and Sales domains with a proven track record of delivering results.

Expertise in Marketing including developing long-term strategic and annual business plans; P&L management; brand positioning and architecture development; managing brand health; new product development; conceptualizing and executing shopper, consumer and professional marketing campaigns; leading cross-functional teams; consumer insight mining; managing mass media and digital media campaigns.

Strong understanding of Sales and Distribution management processes including general trade and modern trade supply chain processes; developing analytical reports, dashboards and scorecards; developing category retail and shopper marketing strategy and in-store consumer experience; business development and negotiation of trading agreements with key channel partners.

Considerable consulting experience in a startup environment – accountable team management and project delivery; leading key internal processes of methodology, expertise development and training; building client relationships and business development.

Work Experience

Emami Limited

SENIOR GENERAL MANAGER

Mumbai

Sep 2018 - Present

Responsible for P&L for Men's grooming (HE brand). Currently in the process of...

- Developing a new strategic roadmap for exploding brand growth in the next 5 years.
- Developing a new Brand positioning and Architecture.
- Fine tuning the NPD strategy and foray into various men's personal grooming categories.

Escape Velocity

ASSOCIATE DIRECTOR

Mumbai

Feb 2014 - Aug 2018

Responsible for a) leading client engagements from requirement gathering, developing and executing project to final delivery, b) developing appropriate frameworks and approaches to deliver project mandates and c) leading firm development activities including generation of leads.

- Delivered various projects related to Market and Growth strategy (Category, Competition mapping, Consumer understanding, Segment prioritization, Go-To-Market plans); Brand Strategy (Brand positioning, Brand extension, Portfolio strategy, Communication strategy); Capability Building Workshops (Brand Architecture; Positioning and Communication development).
- Sectors advised include Personal Care, Food & Beverages, Consumer Durables, B2C-Services, B2B-Products, B2B-Services.

Colgate - Palmolive India Ltd.

MARKETING MANAGER

Mumbai

Apr 2013 - Jan 2014

Responsible for the P&L for Personal care (Palmolive, Halo, Charmis), Home care (Axion), Mouthwash (Colgate Plax), Specialty products (Colgate Pain Out) and Sensitive Toothpaste (Colgate Sensitive and Colgate Sensitive Pro-Relief) portfolio.

- Developed and rolled-out the go-to-market plans for 3 different product lines - Palmolive Ayuritel Shower Gels, Colgate Plax Visible White Mouthwash and Colgate Pain Out.
- Developed 2 new integrated communication campaigns on Colgate Pain Out and Colgate Sensitive Toothpaste.
- Turned around the decline in volumes, developed and executed a sustainable business model for Colgate Plax Mouthwash.

Johnson & Johnson Ltd.

GROUP PRODUCT MANAGER

Mumbai

May 2010 - Nov 2012

Responsible for a) developing the strategy, innovation, consumer and professional communication for growth of the LISTERINE brand in India and b) long term brand strategy, communication and category development in Srilanka & Bangladesh for all J&J Consumer Products.

- Changed product classification from OTC to consumer products and implemented local manufacturing of the product backed by strong business case.
- Launched 2 new LISTERINE variants - Freshburst and Cavity Fighter and 3 new integrated communication campaigns.
- Developed and rolled-out the professional marketing program to directly reach practicing dentists and students in dental colleges across the country.
- The trial generation campaign (21 day challenge) was recognised as a best practice and rolled out globally.
- LISTERINE sales grew at a CAGR of 83%. Value market share increased from 14% to 30%; Listerine became the #1 brand of mouthwash within 14 months.
- Evaluated and brought on board the first social media agency which became the agency on record for J&J.
- Helped setup and roll out the e-commerce portal for Neutrogena brand. India was the 2nd country to do so globally.

GROUP KEY ACCOUNT MANAGER

Apr 2009 - May 2010

Responsible for developing and executing the Joint Business Plan with Walmart. Dual responsibility along with Category Solutions.

- Executed 2 first to market initiatives in India – a modern trade exclusive product pre-launch (a mid-tier feminine hygiene product) and joint social sustainability initiative (Johnson's baby clean water initiative).
- Exceeded the Joint Business plan during rapid expansion phase – stores grew from 25 to 86; overall sales grew +300%; comparable store sales grew +700%.

CATEGORY SOLUTIONS MANAGER

Apr 2008 - May 2010

Responsible for category management of baby care, wound care and OTC categories across 17 modern trade key accounts.

- Category captain for baby category in Walmart partnering them on all category related decisions.
- Developed the role and responsibilities of the category management team to help account sales and internal marketing teams with modern trade and shopper centric strategies.
- Setup the MIS for Modern Trade for taking effective decisions on sales planning, distribution, effective promotional spends and new product launches. Core functionality and user interface now extended company-wide to other channels.

PRODUCT MANAGER

Aug 2005 - Apr 2008

Responsible for 4 product lines - Johnson's Baby Powder, Gift Sets, Nappy Pads and Johnson's Buds along with all digital marketing initiatives for Johnson's Baby.

- Launched 2 new benefit variants - Prickly heat, Milk Extracts - under Johnson's Baby Powder.
- Developed new communication for and executed the adult leverage, emerging consumer and low cost outlay strategy for Johnson's Baby thru Baby Powder.
- Revamped the Gift Sets strategy and re-launched with a new range.
- Exceeded business plan for all 3 years for the portfolio of products handled. Portfolio CAGR increased from 11% to 17%. Value market share for Johnson's Baby Powder increased from 13% to 18% during this period.
- Led Johnson's Baby online marketing initiatives and successfully launched Babycenter India. Evaluated and brought on board the first digital media agency for J&J. Babycenter India became India's leading parenting site within 4 months of launch.
- Designed and implemented the SFA-CRM program for Johnson's Baby Professional Marketing team.

MANAGER - STRATEGIC SOLUTIONS GROUP

Apr 2004 - Aug 2005

Responsible for all technology and automation initiatives to capture sales data across India.

- Customised and rolled out Distributor Management Systems and Sales portal to capture sales data for 700 distributors (80% sales contribution) across India and integrate it with J&J ERP.
- Managed a diverse team consisting of 15 members in-field and 4 people on-call to deliver pre and post implementation training, complaint management services and support
- Won the J&J IM excellence award for pre and post implementation support.

MANAGEMENT TRAINEE

May 2003 - May 2004

- Sales: Responsible for managing and delivering the business through 16 distributors for Saurashtra, Gujarat. Wiped the deficit and achieved targets for the year within 7 months.
- Marketing: Evaluated performance of a new low cost Johnson's Baby Powder SKU and developed the marketing mix for its pilot and subsequent re-launch. The relaunched SKU contributed 15% to sales within 12 months of launch.
- Operations - Planning: Devised automated software tools for calculating and improving capacity utilization of plant machinery.

SUMMER TRAINEE

May 2002 - Jun 2002

Evaluated the performance of a BAND-AID line extension, in the Tamil Nadu (consumer pull) & Punjab (trade push) test markets.

- Received a pre-placement offer.

Education

Indian Institute of Management Calcutta

Kolkata

POST GRADUATE DIPLOMA IN MANAGEMENT

Jun 2001 - May 2003

- Specialisation in Marketing, Systems and Strategy

Indian Institute of Technology Madras

Chennai

BACHELOR OF ENGINEERING

Jun 1997 - May 2001

- Mechanical Engineering

Interests

Passionate interest in technology and a supporter of the GNU and OSS movements from college days.

- Conceptualized, implemented and maintained the IIM-Calcutta email system.
- Designed, developed and maintained the IIT-Madras website.
- Some of my other interests include Trekking and Photography.