

RAVINDRA RAMAVATH

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WORK EXPERIENCE – CONSUMER PRODUCTS DIVISION, JOHNSON & JOHNSON LIMITED

Marketing	Experience in developing strategic and annual business plans for portfolio of products; defining product positioning, pricing and promotions; leading cross-functional teams to ensure products meet market needs; conceptualizing and executing marketing campaigns to deliver brand turnover, profit and ensuring brand health of the products; evaluating brand performance based on primary, secondary and consumer research; Some key highlights & achievements below:
Current (2 yrs)	Group Product Manager – LISTERINE <ul style="list-style-type: none">Executed 3 integrated communication campaigns in a short span to drive brand growth. The latest trial generation campaign recognised as a success model and adapted in other markets.Currently working on 2 new product introduction including communication development and 1 new product development with India as lead market.LISTERINE became the #1 brand of mouthwash and with CAGR of 91% it has maintained its lead.Assisted NEUTROGENA foray into eCommerce, the 1st eCommerce initiative for J&J India.Hired a new Digital - Social Media team post a pitch evaluation. The team now manages all J&J Consumer India and a few J&J Australia Social media campaigns.
2005 – 2008 (2 yr 9 months)	(Senior) Product Manager – JOHNSON's baby powder, gift sets, buds, nappy pads <ul style="list-style-type: none">Executed 2 separate strategies, adult leverage and emerging consumer - low cost outlay along with communication development for JOHNSON's baby thru <i>baby powder</i>.CAGR and market leadership position of JOHNSON's <i>baby powder</i> increased by 5% during the period. Exceeded business plan for all 3 years for the portfolio of products handled.Worked on launching the first ayurvedic product in JOHNSON's <i>baby prickly heat powder</i>.Launched BABYCENTER India, which becomes India's #1 parenting site within 4 months of launch. Led JOHNSON's <i>baby</i> online search and co-marketing initiatives.
Sales	Experience in sales and distribution management processes – understanding of general trade distribution management and modern trade supply chain processes; developing analytical 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; Some key highlights & achievements below:
2009 –2011 (1 yr 2 months) Dual Resp.	(Group) Key Account Manager – WALMART <ul style="list-style-type: none">Handled the account during the initial rampup phase – from 7 stores to 100+ stores – putting in place global processes and practices including training people.Developed, executed and exceeded the Joint Business Plan target growth of 190% for the year.Executed 2 first to market initiatives – a exclusive mid tier feminine hygiene product launch and joint baby category social sustainability initiative.
2008 – 2011 (2 years)	(Group) Category Solutions Manager – baby care & wound care categories <ul style="list-style-type: none">Delivered CAGR of 30%+ on Baby and Would Care categories.Category captain for baby category in WALMART.Developed the role of category solutions team to help Account Sales and Marketing teams with Modern Trade and shopper centric strategies.
2004 – 2005 (1 yr 5 months)	Manager Strategic Solutions Group <ul style="list-style-type: none">Customized and rolled out software for sales & distribution management and an internet portal to integrate distributor sales data across India.Managed 15 people team and call center to deliver information, pre and post implementation training, complaint management services and support for these systems.Capturing 70% of J&J sales data, this project won the J&J IM excellence award.
2003 – 2004 (1 year)	Management Trainee <ul style="list-style-type: none">Sales: Handled the business in Saurashtra, Gujarat through 16 distributors exceeding targets.Marketing: Evaluated performance of a new JOHNSONS <i>baby powder</i> product and developed the Marketing Mix for its re-launch.

EDUCATION

2001 – 2003	Indian Institute of Management Calcutta , Post Graduate Diploma in Management Specialization in Marketing, Systems and Strategy
1997 – 2001	Indian Institute of Technology Madras , Bachelor of Engineering Mechanical Engineering

INTERESTS:

I have always had a passionate interest in technology and am a supporter of the GNU & OSS movement. While studying, I conceptualized and developed the IIM-Calcutta email system and IIT-Madras website.