

RAVINDRA RAMAVATH
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experience	JOHNSON & JOHNSON	MUMBAI
Mar'08 onwards	Category Solutions Manager, CONSUMER PRODUCTS DIVISION Working in the Modern Trade Team in Sales handling Category Solutions for <i>Baby</i> and <i>Wound</i> franchises. Handling the development of analytical tools for account management. Key responsibilities include: <ul style="list-style-type: none">• Developing breakthrough shopper insight using established data and bespoke research that forges relationships and drives growth for J&J and its customers• Leading the category solution development of brand activities at the POP, including the conception of channel and promotional strategies.• Developing the rationale for NPD planning, direction & implementation.• Leading customer thinking on growth strategies to help develop joint business with Accounts through shopper-centric retail marketing initiatives	
2005 – 2008	Product Manager, CONSUMER PRODUCTS DIVISION Worked in the JOHNSON'S BABY franchise handling a portfolio of products, which includes <i>baby powder</i> , <i>gift sets</i> and <i>Johnson's buds</i> . Coordinating web and new technology based marketing initiatives. Handling complaint management and resolution process for the Consumer Product Division. Key responsibilities include: <ul style="list-style-type: none">• Developing long-term strategic and annual business plans for the products. Defining product positioning, pricing and promotions. Developing marketing and merchandising material. Executing marketing campaigns to deliver brand turnover, profit and ensure brand health of the products.• Leading cross-functional team (Marketing, Sales, Finance, Research and Logistics) to ensure products and services meet market needs and are executed as per defined annual strategy and within budget.• Conducting market research and identifying and crafting product briefs for development team. Evaluating brand performance based on primary and secondary research and consumer feedback data.• Responsible for overseeing and increasing the efficiency and effectiveness of the complaint management and resolution process for the Consumer Products Division.• Leading all of Johnson's baby online marketing initiatives. Developing and deploying online media plans and overseeing the web and customer relationship management efforts. Successfully launched BabyCenter India, which becomes India's leading parenting site within 4 months of launch.	
2004 – 2005	Manager Strategic solutions Group, CONSUMER PRODUCTS DIVISION Developed and implemented the Sales IT initiatives for the Consumer Products Division for online integration of Distributor sales data. <ul style="list-style-type: none">• Worked closely with Sales team and Software vendors to map requirements and customize <i>Positive Spiral</i>, a standalone software offering and <i>Connect</i>, a web portal to integrate distributor sales data across India.• Managed a 15-person team to deliver pre and post implementation training and support on our IT offerings. Customized and implemented an online team and workflow management tool for handling the team. The project won the Johnson and Johnson IM excellence award for pre and post implementation support.• Worked closely with Product Managers during product launches to devise dashboards, scorecards and reports to ensure the launch objectives were executed on time.• Managed <i>Sahyog</i>, a 4-person, internal Call Center that provides information and complaint management services to Distributors.	
2003 – 2004	Management Trainee, CONSUMER PRODUCTS DIVISION <ul style="list-style-type: none">• Sales: Handled the business of J&J consumer products in Saurashtra, Gujarat through 16 distributors.• Marketing: Evaluated the performance of a newly launched product and developed the Marketing Mix for its re-launch.• Operations: Worked with Planning team and devised tools to improve production planning process and capacity utilization of plant.	
education		
2001 – 2003	INDIAN INSTITUTE OF MANAGEMENT CALCUTTA Post Graduate Diploma in Management, Specialization in Marketing, Systems and Strategy	KOLKATA
1997 – 2001	INDIAN INSTITUTE OF TECHNOLOGY MADRAS Bachelor of Engineering, Mechanical Engineering	CHENNAI
interests	I have always had a passionate interest in computers and am a strong supporter of the Open Source Software movement. While studying, I have Conceptualized and developed the IIM-Calcutta email system and IIT-Madras website.	