

RAVINDRA RAMAVATH

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SUMMARY

- Experienced professional with 13 years of experience in Sales and Marketing and Consulting domains with a proven track record of delivering results.
- Seven years of core Marketing experience which include developing long-term strategic and annual business plans for portfolio of products; new product development; conceptualizing and executing shopper, consumer marketing and advertising campaigns to deliver brand turnover, profit and ensuring brand health of the products; leading and motivating cross-functional teams; evaluating brand performance based on primary, secondary and consumer research; understanding of digital landscape and marketing strategies.
- Strong understanding of Sales and Distribution management processes - 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 for business development; team management and project delivery; leading key internal processes of methodology, expertise development and training; building client relationships.

WORK EXPERIENCE

Feb'14 - Current Jan'13 – Mar '13 (2 year 11 months)	Associate Director Escape Velocity <ul style="list-style-type: none">• Working on projects which entail advice on business and marketing strategy to help accelerate business growth in B2B and B2C space. Some key projects include...<ul style="list-style-type: none">◦ Category, Competition mapping and Consumer understanding of mega personal care categories to identify key trends and opportunities for growth.◦ Market strategy for a B2C services firm to help them win in a challenging market situation.◦ Brand re-positioning for a challenger brand to achieve its ambitious growth targets.
Apr'13 – Jan'14 (10 months)	Marketing Manager – PERSONAL CARE, MOUTH WASH & SHOPPER MARKETING Colgate - Palmolive India Ltd., <ul style="list-style-type: none">• Managed the Personal (Palmolive, Halo, Charmis), Home care (Axion) and Mouthwash (Colgate Plax) portfolio and delivered the business plan in a tough year.<ul style="list-style-type: none">◦ Developed the launch and go-to-market plans for 3 different brands.◦ Turned around the decline in volumes on Mouthwash and developed a sustainable business model.• Stint on Sensitive toothpaste for developing and rolling out the new campaign.• Responsible for driving shopper marketing initiatives across the company for high business priority growth opportunities - conversion, premiumization & shoppability.
May'10 – Nov'12 (2 years 7 months)	Group Product Manager - LISTERINE Johnson & Johnson – Consumer Products <ul style="list-style-type: none">• Executed 3 integrated communication campaigns with inclusion of social media, a first for the company.• Established the product portfolio roadmap and launched 2 variants with communication.• LISTERINE internal sales grew 83% CAGR; Value market share increased from 14% to 30%; Became the #1 brand of mouthwash post execution of first campaign.• Helped NEUTROGENA brand foray into eCommerce in India.• Responsible for all J&J Consumer Products Division long term brand strategy, communication and category development in Srilanka & Bangladesh.
Apr'09 – May'10 (1 years 2 months) Dual Responsibility	(Group) Key Account Manager – WALMART Johnson & Johnson – Consumer Products <ul style="list-style-type: none">• Jointly developed, executed the Joint Business Plan for the year.• Exceeded the Joint Business plan during rapid expansion phase – stores grew from 25 to 86 overall sales grew +300%; comparable store sales grew +700%;• Executed 2 first to market initiatives – an exclusive mid-tier feminine hygiene product launch and joint baby category social sustainability initiative.
Apr'08 – May'10 (2 years 2 months)	(Group) Category Solutions Manager Johnson & Johnson – Consumer Products <ul style="list-style-type: none">• Responsible for baby care, wound care and OTC categories.

	<ul style="list-style-type: none"> • Developed the role of category solutions team to help Account Sales and Internal Marketing teams with Modern Trade and shopper centric strategies. • Category captain for baby category in WALMART. • Setup the MIS for Modern Trade, now extended company-wide to other channels.
Aug'05 – Apr'08 (2 years 9 months)	Product Manager – JOHNSON'S BABY Johnson & Johnson – Consumer Products <ul style="list-style-type: none"> • Responsible for Johnson's baby powder, gift sets, nappy pads and buds. • Launched 2 variants under baby powder and revamped the gift sets strategy. • Executed the adult leverage, emerging consumer and low cost outlay strategy for JOHNSON'S BABY thru baby powder. • Exceeded business plan for all 3 years for the portfolio of products handled. • Portfolio CAGR increased to 17% from 11%; Market share increased from 13% to 18% leadership position of product increased by 5 percentage points during this period. • Implemented the SFA-CRM program for JOHNSON'S BABY Professional Marketing team. • Led JOHNSON'S BABY online marketing initiatives and successfully launched BABYCENTER India, which becomes India's leading parenting site within 4 months of launch.
Apr'04 – Aug'05 (1 years 5 months)	Manager Strategic Solutions Group Johnson & Johnson – Consumer Products <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 4 people call center to deliver information, pre and post implementation training, complaint management services and support for these systems. • This project won the Johnson & Johnson IM excellence award for pre and post implementation support.
May'03 – May'04 (1 year)	Management Trainee Johnson & Johnson – Consumer Products <ul style="list-style-type: none"> • Sales: Handled the business in Saurashtra, Gujarat through 16 distributors. • Marketing: Evaluated performance of a new Johnsons baby powder product and developed the Marketing Mix for its re-launch. • Operations - Planning: Devised automated software tools for improving capacity utilization of plant and machinery.
May'02 – Jun'02 (2 months)	Summer Trainee Johnson & Johnson – Consumer Products <ul style="list-style-type: none"> • Evaluated the performance of a BAND-AID line extension, in the Tamil Nadu & Punjab test markets. • Received a pre-placement offer based on the performance.

EDUCATION

2001 – 2003	Post Graduate Diploma in Management Indian Institute of Management Calcutta <ul style="list-style-type: none"> • Specialization in Marketing, Systems and Strategy
1997 – 2001	Bachelor of Engineering Indian Institute of Technology Madras <ul style="list-style-type: none"> • Mechanical Engineering

ADDITIONAL

Organizational Initiatives	<ul style="list-style-type: none"> • Organized Shastrarth 2002, the paper presentation competition of IIM Calcutta during Intaglio. • Conceptualized and designed the entire advertisement and publicity campaign of Saarang-2001, the cultural festival of IIT Madras as the coordinator of design.
IT Initiatives	<ul style="list-style-type: none"> • Designed, developed and maintained the IIT-Madras website. • Conceptualized, implemented and maintained the IIM-Calcutta email system.
Sports	<ul style="list-style-type: none"> • Captain of the IIM-Calcutta and IIT-Madras hostel Hockey teams. Represented the college and hostel teams in football and cricket.
Interests	<ul style="list-style-type: none"> • I have always had a passionate interest in technology and am a supporter of the GNU and OSS movement. • Admire Nature and pursue Trekking; Photography.