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Growth focused strategic marketing and business leader with 22+ years of experience driving multi-million dollar **brand portfolios** across Indian and global MNCs. Experience across consumer goods, services, education, and technology sectors. Proven track record in **P&L ownership, innovation, category creation, digital marketing stack transformation** within complex matrix organisations. Expert in blending **data-driven insights** with **creative storytelling** to capture market leadership and deliver sustained double-digit growth. Recognized for leadership in complex matrix organizations, inspiring teams to achieve ambitious growth while upholding **integrity, collaboration, and execution excellence**.

WORK EXPERIENCE

Present	General Manager, WIPRO CONSUMER CARE, Bengaluru Lead end-to-end strategy, brand and P&L stewardship for SANTOOR - an iconic personal care brand. <ul style="list-style-type: none">➤ Spearheaded a full portfolio relaunch with product upgrade, packaging refresh, new variant and 360°communication strategy to enhance youth relevance.➤ Executed multiple thematic and tactical campaigns basis strong insights deepening emotional resonance among consumers.➤ Garnered multiple industry awards for excellence in brand building, innovation, and business performance.➤ Implemented AI-driven communication campaigns and predictive analytics for campaign optimization.➤ Portfolio crossed ₹2850 crore and achieved market share leadership as India's leading personal wash brand. <p>Growth: Market Leadership AI/ML applications in Marketing</p>
Sep 2021	Senior General Manager, EMAMI LIMITED, Mumbai Directed P&L and innovation strategy for Emami's men's grooming and legacy brands , leading a cross-functional team of eight. <ul style="list-style-type: none">➤ Initiated extensive qualitative and quantitative, landscape, competition and consumer demand spaces mapping of mens grooming market.➤ Repositioned FAIR & HANDSOME through data-led insighting, redefined target spaces, and built an innovation roadmap and launched a professional range aligned to leadership vision.➤ Developed 17 new products across 4 ranges on HE within 12 months; 3 products ready ahead of schedule.➤ Pioneered category-first dual fragrance packs driving 51% sales growth and 30 bps market share gain.➤ Reversed decline trends to deliver 54% sequential growth in H2 FY'21 amid pandemic constraints. <p>Transformation: P&L Category Creation Team Leadership</p>
Sep 2021	Associate Director, ESCAPE VELOCITY, Mumbai Led end-to-end strategic engagements for CPG, consumer durables, education, and B2B clients, overseeing brand, growth, and marketing strategy managing a team of four. <ul style="list-style-type: none">➤ Delivered 12+ projects spanning market entry, portfolio architecture, and go-to-market strategy.➤ Presented to more than 50 different top executives on strategy approaches to solve business problems.➤ Conducted eight capability-building workshops and mentored client marketing teams across sectors➤ Acquired four new clients, contributing 30% of firm's revenue over two years..➤ Recognized for strategic inputs and actionable brand roadmaps adopted by client leadership teams. <p>Strategy: Consulting Training Workshops</p>
Aug 2018	Marketing Manager, COLGATE - PALMOLIVE INDIA LTD., Mumbai Owned the P&L across diverse portfolio of personal care (PALMOLIVE, HALO, CHARMIS), home care (AXION), mouthwash (PLAX), OTC (PAIN OUT), and Oral care (SENSITIVE Toothpaste) categories. <ul style="list-style-type: none">➤ Launched three new product lines—Palmolive Ayurituel Shower Gels, Colgate Plax Visible White Mouthwash and Colgate Pain Out.➤ Executed multiple integrated communication campaigns on Pain Out and Sensitive Toothpaste.➤ Reversed volume decline in Plax Mouthwash, establishing a sustainable, growth-focused business model. <p>Innovation: P&L Management IMC</p>
Feb 2014	
Jan 2014	
Apr 2013	

Nov 2012	Group Product Manager, JOHNSON & JOHNSON LTD., Mumbai
May 2010	Led strategy, innovation, and execution for LISTERINE Mouthwash. Helped rollout the brand strategy and communication roadmap for J&J Consumer Products in Sri Lanka and Bangladesh. <ul style="list-style-type: none"> ➢ Shifted Listerine from OTC to consumer-focused positioning with localised manufacturing. ➢ Launching two variants (Freshburst, Cavity Fighter) capturing relevant benefit spaces and three 360° campaigns. ➢ Designed professional dental programs and launched the "21-Day Challenge" trial campaign adopted globally. ➢ Delivered 83% sales CAGR and increased market share from 14% to 30%, making Listerine #1 within 14 months. ➢ Supported NEUTROGENA's e-commerce roll-out (2nd market worldwide) and onboarded the first social media agency for J&J India.
	Leadership : OTC Marketing Professional Marketing Social Media Marketing eCommerce
May 2010	Group Key Account Manager, JOHNSON & JOHNSON LTD., Mumbai
Apr 2009	Managed the Walmart - Easy Day, Best Price Wholesale account with responsibility for sales, profit targets, and in-store excellence <ul style="list-style-type: none"> ➢ Achieved 300% overall sales growth and 700% comparable store growth exceeding the Joint Business plans. ➢ Executed two first to market in India initiatives – an exclusive product pre-launch (mid-tier sanitary napkin) and a social sustainability initiative (clean water).
	Execution : Key Account Management JBP
	Category Solutions Manager, JOHNSON & JOHNSON LTD., Mumbai
	Managing baby, wound and OTC strategy for Modern Trade advising 17 key modern trade accounts on category management. Led capability building and drove in-store excellence through shopper-centric strategies. <ul style="list-style-type: none"> ➢ Served as the category captain for baby category in Walmart, partnering to design and execute category strategy, space planning and merchandising. ➢ Maintained 95% share of Johnson's baby across chains, positioning J&J as the leader in baby category. ➢ Introduced MIS tools for tracking new product launch, promotional spends and ROI for spend optimisation.
	Execution : Planogram Merchandising Spend Optimisation ROI Shopper Marketing
Apr 2008	Product Manager, JOHNSON & JOHNSON LTD., Mumbai
Aug 2005	Responsible for national product strategy for four JOHNSON'S BABY products (Powder, Gift Sets, Nappy Pads, and Buds) and all digital marketing initiatives for the Johnson's Baby brand. <ul style="list-style-type: none"> ➢ Developed new growth strategy (adult leverage, emerging consumer and low cost outlay) for Johnson's baby. ➢ Launched new Johnson's baby powder variants (Prickly heat, Milk Extracts). Revamped and relaunched gift sets. ➢ Delivered 17% CAGR over three years and 5% market share gain on powder portfolio. ➢ Launched BABYCENTRE, A digital parenting platform in India; Won internal Global Marketing Excellence Award. ➢ Implemented Sales Force Automation, CRM program for the Professional Marketing team. ➢ Onboarded the first digital media agency for J&J.
	Digitisation : NPD SFA CRM Digital Marketing
Aug 2005	Manager - Strategic Solutions Group, JOHNSON & JOHNSON LTD., Mumbai
Apr 2004	Led the national sales operations excellence program to improve sales and supply chain processes, upgrade technology and enhance sales metrics for future growth. <ul style="list-style-type: none"> ➢ Designed and deployed Distributor Management System; integrating ERP with automated order management. ➢ Trained All India sales teams and 700+ distributors to drive adoption covering 80% of sales managing a team of 15 in-field and 4 call-center executives. ➢ Received the J&J IM excellence award for program execution.
	Enablement : DMS VMR ERP Sales MIS Dashboards
May 2004	Management Trainee, JOHNSON & JOHNSON LTD., Mumbai
May 2003	Completed rotational program across Sales, Marketing, and Operations. <ul style="list-style-type: none"> ➢ Sales : Delivered 17% sales growth managing Saurashtra. ➢ Marketing : Helped relaunched Johnson's baby powder contributing 15% to annual sales. ➢ Operations - Planning : Automated capacity planning for operations, optimizing plant utilization.

EDUCATION

- 2003 PGDM (Specialisation in Marketing, Strategy and System) - **Indian Institute of Management Calcutta**
 2001 B.Tech (Mechanical Engineering) - **Indian Institute of Technology Madras**

PERSONAL INTERESTS

Passionate interest in technology and a supporter of the GNU, OSS, and CC movements. Pursues photography and trekking.