

# RAVINDRA RAMAVATH

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## SUMMARY

- Experienced Sales & Marketing professional with proven track record of delivering results.
- Six years of core Marketing experience which include developing long-term strategic and annual business plans for portfolio of products; 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.

## WORK EXPERIENCE

Apr'13 – Current (7 months)	<b>Marketing Manager – PERSONAL CARE, MOUTH WASH &amp; SHOPPER MARKETING</b>  • Currently working on a portfolio of products in personal, home and oral care. • Entrusted to develop sustainable business model, new product pipeline and 5 year portfolio strategy. Reignite shopper marketing by identifying insights for high business priority growth opportunities - conversion, premiumization & shoppability.	Colgate - Palmolive India Ltd.,
Jan'13 – Mar '13 (2 months)	<b>Principal</b>  • Worked on projects which entail advice on business and marketing strategy to help accelerate business growth. <ul style="list-style-type: none"><li>◦ B2B space – Specialty chemical supplier to FMCG players: Helped client with market, consumer and category understanding for 3 categories and helped pitch product solutions to clients.</li><li>◦ B2C space – Leader in personal transport: Helped reformulate market strategy to win in challenging market situation. It entailed consumer and market segmentation, brand re-positioning and developing the communication plan.</li></ul>	<b>Escape Velocity</b>
May'10 – Nov'12 (2 years 7 months)	<b>Group Product Manager - LISTERINE</b>  • 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 Sri Lanka & Bangladesh.	<b>Johnson &amp; Johnson – Consumer Products</b>
Apr'09 – May'10 (1 years 2 months) Dual Responsibility	<b>(Group) Key Account Manager – WALMART</b>  • 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.	<b>Johnson &amp; Johnson – Consumer Products</b>
Apr'08 – May'10 (2 years 2 months)	<b>(Group) Category Solutions Manager</b>  • Responsible for baby care, wound care and OTC categories. • 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.	<b>Johnson &amp; Johnson – Consumer Products</b>
Aug'05 – Apr'08	<b>Product Manager – JOHNSON'S BABY</b>	<b>Johnson &amp; Johnson – Consumer Products</b>

(2 years 9 months)	<ul style="list-style-type: none"> <li>• Responsible for Johnson's baby powder, gift sets, nappy pads and buds.</li> <li>• Launched 2 variants under baby powder and revamped the gift sets strategy.</li> <li>• Executed the adult leverage, emerging consumer and low cost outlay strategy for JOHNSON'S BABY thru baby powder.</li> <li>• Exceeded business plan for all 3 years for the portfolio of products handled.</li> <li>• 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.</li> <li>• Implemented the SFA-CRM program for JOHNSON'S BABY Professional Marketing team.</li> <li>• Led JOHNSON'S BABY online marketing initiatives and successfully launched BABYCENTER India, which becomes India's leading parenting site within 4 months of launch.</li> </ul>
Apr'04 – Aug'05 (1 years 5 months)	<p><b>Manager Strategic Solutions Group</b>                   <b>Johnson &amp; Johnson – Consumer Products</b></p> <ul style="list-style-type: none"> <li>• Customized and rolled out software for sales &amp; distribution management and an internet portal to integrate distributor sales data across India.</li> <li>• 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.</li> <li>• This project won the Johnson &amp; Johnson IM excellence award for pre and post implementation support.</li> </ul>
May'03 – May'04 (1 year)	<p><b>Management Trainee</b>                                   <b>Johnson &amp; Johnson – Consumer Products</b></p> <ul style="list-style-type: none"> <li>• Sales: Handled the business in Saurashtra, Gujarat through 16 distributors.</li> <li>• Marketing: Evaluated performance of a new Johnsons baby powder product and developed the Marketing Mix for its re-launch.</li> <li>• Operations - Planning: Devised automated software tools for improving capacity utilization of plant and machinery.</li> </ul>
May'02 – May'04 (2 months)	<p><b>Summer Trainee</b>                                       <b>Johnson &amp; Johnson – Consumer Products</b></p> <ul style="list-style-type: none"> <li>• Evaluated the performance of a BAND-AID line extension, in the Tamil Nadu &amp; Punjab test markets.</li> <li>• Received a pre-placement offer based on the performance.</li> </ul>

## EDUCATION

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

## ADDITIONAL

Organizational Initiatives	<ul style="list-style-type: none"><li>Organized Shastrarth 2002, the paper presentation competition of IIM Calcutta during Intaglio.</li><li>Conceptualized and designed the entire advertisement and publicity campaign of Saarang-2001, the cultural festival of IIT Madras as the coordinator of design.</li></ul>
IT Initiatives	<ul style="list-style-type: none"><li>Designed, developed and maintained the IIT-Madras website for a period of 2 years.</li><li>Conceptualized, implemented and maintained the IIM-Calcutta email system for students.</li></ul>
Sports	<ul style="list-style-type: none"><li>Captain of the IIM-Calcutta and IIT-Madras hostel Hockey teams. Represented the college and hostel teams in football and cricket.</li></ul>
Interests	<ul style="list-style-type: none"><li>I have always had a passionate interest in technology and am a supporter of the GNU &amp; OSS movement.</li><li>Admire Nature and pursue Trekking and Rock Climbing; Photography</li></ul>