

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 <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.	Escape Velocity
Apr'13 – Jan'14 (10 months)	Marketing Manager – PERSONAL CARE, MOUTH WASH & SHOPPER MARKETING <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.	Colgate - Palmolive India Ltd.,
May'10 – Nov'12 (2 years 7 months)	Group Product Manager - LISTERINE <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 Sri Lanka & Bangladesh.	Johnson & Johnson – Consumer Products
Apr'09 – May'10 (1 years 2 months) Dual Responsibility	(Group) Key Account Manager – WALMART <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.	Johnson & Johnson – Consumer Products
Apr'08 – May'10 (2 years 2 months)	(Group) Category Solutions Manager <ul style="list-style-type: none">• Responsible for baby care, wound care and OTC categories.	Johnson & Johnson – Consumer Products

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

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.