

RAVINDRA R

09870260211 • ravindra.ramavath@gmail.com

EXPERIENCE

JOHNSON AND JOHNSON LIMITED – CONSUMER PRODUCTS DIVISION

Product Manager

2005 Aug-Present

Responsible for developing marketing plans and driving sales for *Johnson's baby powder*, *gift boxes*, *buds* and *baby toothbrush* in the *Johnson's baby* franchise and coordination of web and new technology based marketing initiatives. Key deliverables include:

- Deliver the brand turnover, profit and ensure brand health on the three products as per set objectives.
- Work closely with R&D, operations and sales teams to ensure that products and services meet market needs and are executed on time and within budget.
- Collaborate with research professionals to conduct primary research. Analyze secondary research to develop effective strategy and direction.
- Develop and implement strategies on leveraging *Johnson's baby* products in the adult space.
- Work closely with Trade Marketing managers to develop category management strategies for Key accounts.
- Coordinate with web vendor to maintain and develop web applications and content on *Johnson's baby* website. Develop a strategy for and deploy an award winning international web offering in India.
- Evaluate marketing opportunities through new media and perform comprehensive analyses of the same.

Manager Strategic Solutions Group

2004-2005

Responsible for driving all IT initiatives in Sales for the Consumer Products Division. Initiating dashboards, reports, presentations, maintenance and development of J&J's distributor software and evaluating new IT solutions. Key accomplishments include:

- Managed the internal Call Center that provides information and complaint management services to distributors.
- Worked closely with Sales team and Software vendor to map requirements and customize our software offering. The software won the J&J IM excellence award for pre and post implementation support.
- Managed a team of fifteen implementers to deliver pre and post implementation training and support on our IT offerings. Customized and implemented an online team management tool for handling this team.
- Developed deployment processes and drove the implementation of J&J software and web portal offering at distributor points across India.
- Worked closely with Product Managers during product launches to devise scorecards and reports to ensure the launch objectives were executed on time.

Management Trainee

2003-2004

- **Sales:** Handled the business of J&J consumer products in Saurashtra, Gujarat through 16 distributors.
- **Operations:** Devised new tools, with inputs from Sales, Planning and Production teams, to improve the production planning process and capacity utilization of plant machinery.
- **Marketing:** Evaluated the performance of a newly launched product and developed the Marketing Mix for its re-launch.

EDUCATION

INDIAN INSTITUTE OF MANAGEMENT CALCUTTA

2001-2003

Post Graduate Diploma in Management, Specialization: Marketing, Systems and Strategy

INDIAN INSTITUTE OF TECHNOLOGY CHENNAI

1997-2001

Bachelor of Engineering, Mechanical Engineering

SKILLS AND ACTIVITIES

I have always had a passionate interest in computers and am a strong supporter of the Open Source Software movement.

- Conceptualized, implemented and maintained the IIM-Calcutta email system for students.
- Designed, developed and maintained the IIT-Madras website for a period of 2 years.