

# RAVINDRA RAMAVATH

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## WORK EXPERIENCE – CONSUMER PRODUCTS DIVISION, JOHNSON & JOHNSON LIMITED

### Marketing

Experience in developing strategic and annual business plans for portfolio of products; defining product positioning, pricing and promotions; leading cross-functional teams to ensure products meet market needs; conceptualizing and executing marketing campaigns to deliver brand turnover, profit and ensuring brand health of the products; evaluating brand performance based on primary, secondary and consumer research; Some key highlights & achievements below:

Current  
(2 yrs)

#### Group Product Manager – LISTERINE

- Executed 3 integrated communication campaigns in a short span to drive brand growth. The latest trial generation campaign recognised as a success model and adapted in other markets.
- Currently working on 2 new product introduction including communication development and 1 new product development with India as lead market.
- LISTERINE became the #1 brand of mouthwash and with CAGR of 91% it has maintained its lead.
- Assisted NEUTROGENA foray into eCommerce, the 1<sup>st</sup> eCommerce initiative for J&J India.
- Hired a new Digital - Social Media team post a pitch evaluation. The team now manages all J&J Consumer India and a few J&J Australia Social media campaigns.

2005 – 2008  
(2 yr 9 months)

#### (Senior) Product Manager – JOHNSON'S *baby powder, gift sets, buds, nappy pads*

- Executed 2 separate strategies, adult leverage and emerging consumer - low cost outlay along with communication development for JOHNSON'S *baby thru baby powder*.
- CAGR and market leadership position of JOHNSON'S *baby powder* increased by 5% during the period. Exceeded business plan for all 3 years for the portfolio of products handled.
- Worked on launching the first ayurvedic product in JOHNSON'S *baby prickly heat powder*.
- Launched BABYCENTER India, which becomes India's #1 parenting site within 4 months of launch. Led JOHNSON'S *baby* online search and co-marketing initiatives.

### Sales

Experience in sales and distribution management processes – understanding of general trade distribution management and modern trade supply chain processes; developing analytical 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; Some key highlights & achievements below:

2009 – 2011  
(1 yr 2 months)  
Dual Resp.

#### (Group) Key Account Manager – WALMART

- Handled the account during the initial rampup phase – from 7 stores to 100+ stores – putting in place global processes and practices including training people.
- Developed, executed and exceeded the Joint Business Plan target growth of 190% for the year.
- Executed 2 first to market initiatives – a exclusive mid tier feminine hygiene product launch and joint baby category social sustainability initiative.

2008 – 2011  
(2 years)

#### (Group) Category Solutions Manager – *baby care & wound care categories*

- Delivered CAGR of 30%+ on Baby and Wound Care categories.
- Category captain for baby category in WALMART.
- Developed the role of category solutions team to help Account Sales and Marketing teams with Modern Trade and shopper centric strategies.

2004 – 2005  
(1 yr 5 months)

#### Manager Strategic Solutions Group

- 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 call center to deliver information, pre and post implementation training, complaint management services and support for these systems.
- Capturing 70% of J&J sales data, this project won the J&J IM excellence award.

2003 – 2004  
(1 year)

#### Management Trainee

- **Sales:** Handled the business in Saurashtra, Gujarat through 16 distributors exceeding targets.
- **Marketing:** Evaluated performance of a new JOHNSON'S *baby powder* product and developed the Marketing Mix for its re-launch.

## EDUCATION

2001 – 2003

**Indian Institute of Management Calcutta**, Post Graduate Diploma in Management  
Specialization in Marketing, Systems and Strategy

1997 – 2001

**Indian Institute of Technology Madras**, Bachelor of Engineering  
Mechanical Engineering

## INTERESTS:

I have always had a passionate interest in technology and am a supporter of the GNU & OSS movement. While studying, I conceptualized and developed the IIM-Calcutta email system and IIT-Madras website.