

# RAVINDRA RAMAVATH

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

### Marketing

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

Current  
(1 yr 2 months)

#### Group Product Manager – LISTERINE

- Executed 3 integrated communication campaigns with inclusion of social media, a first for the company, in a short time to drive brand growth. LISTERINE becomes the #1 brand of mouthwash post execution of first campaign.
- Helped NEUTROGENA brand foray into eCommerce in India.
- Developing and overseeing all JOHNSON & JOHNSON Consumer Products long term brand strategies, building brand equity and category development in Srilanka & Bangladesh.

2005 – 2008  
(2 yr 9 months)

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

- Exceeded business plan for all 3 years for the portfolio of products handled.
- Executed the adult leverage, emerging consumer and low cost outlay strategy for JOHNSONS baby thru *baby powder*. CAGR and market leadership position of product increased by 5 percentage points during this period.
- Led JOHNSONS *baby* online marketing initiatives and successfully launched BABYCENTER India, which becomes India's leading parenting site within 4 months of launch.

### Sales

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

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

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

- Jointly developed, executed and exceeded the Joint Business Plan 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*

- Developed the role of category solutions team to help Account Sales and Marketing teams with Modern Trade and shopper centric strategies.
- Category captain for baby category in WALMART

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.
- This project won the JOHNSON & JOHNSON IM excellence award for pre and post implementation support.

2003 – 2004  
(1 year)

#### Management Trainee

- **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.

## 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.