








Ravindra Ramavath

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Seasoned professional with 15+ years of diverse experience across Consulting, Marketing and Sales domains with a proven track record of delivering results.

■ Consulting ■ Marketing ■ Sales

Emami Ltd. 	Sr. General Manager (FMCG - Men's Grooming) Sep '18 - Present Strategic Roadmap P&L Management Product Roadmap Brand Positioning Brand Architecture
Escape Velocity 	Associate Director (Feb '14 - Aug '18) (Consulting - FMCG, Durables, Services, B2B Products) Growth Strategy Segmentation Category Mapping Competition Mapping Brand Positioning Brand Architecture Brand Extension Portfolio Strategy Communication Development Analytics Training Workshops Business Development Project Management Route-to-Market Strategy
Colgate Palmolive Ltd. 	Marketing Manager (Apr '13 - Jan '14) (FMCG - Personal Care, Home Care, Oral Care; Shopper) P&L Management Go-To-Market Strategy Integrated Marketing Communication Shopper Marketing
Johnson & Johnson Ltd. LISTERINE Neutrogena 	Group Product Manager (May '10 - Nov '12) (FMCG – Oral Care; e-Commerce) Localisation Product Development Business Modelling Pricing 360° Marketing Professional Marketing Social Media Marketing International Marketing Group Key Account Manager Group Category Solutions Manager (Apr '08 - May '10) (FMCG – Baby Care, Personal Care, Wound Care) Key Account Management Category Management / Captaincy Space Planning Joint Business Planning Promotion Planning Licensing
	Product Manager (Aug '05 - Apr '08) (FMCG – Baby Care) Marketing Management Product Strategy Market Research Communications Segmentation Media Planning Search Engine Marketing Online Marketing Customer Relationship Management Complaint Management Manager - Strategic Solutions Group (Apr '04 - Aug '05) (FMCG – Distribution) Distributor Management System Sales Force Automation Vendor Management Management Information System Management Trainee (May '03 - Apr '04) (FMCG – Sales, Marketing, Operations) Distributor Management New Product Planning Capacity Planning
Indian Institute of Management Calcutta	PGDM (Marketing, Systems, Strategy) May '01 - Apr '03
Indian Institute of Technology Madras	B.Tech (Mechanical Engineering) Jun '97 - Apr '01