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Strategic marketing and business leader with over **22 years of cross-cultural experience** across Indian and global MNCs with experience in consumer goods, services, education, and technology sectors. Demonstrated expertise in **uncovering deep consumer insights** and identifying market opportunities to **build beloved brands** and drive profitable growth. Proven ability to craft vision, define strategy, and **lead innovation**, with a strong track record of delivering impactful, cost-effective marketing campaigns. Adept at driving **P&L ownership**, leading multi-functional teams, and delivering sustained market performance. Analytical and resourceful combining **data-driven decision-making** with creative storytelling to build powerful brands that resonate with consumers - developing creative go-to-market strategies, influencer marketing, and digital campaigns across search, social media, and e-commerce platforms. Recognized for leadership in complex matrix organizations, inspiring teams to achieve ambitious growth while upholding **integrity, collaboration, and excellence**.

WORK EXPERIENCE

Present Sep 2021	General Manager, WIPRO CONSUMER CARE, Bengaluru Lead end-to-end strategy, brand stewardship, and P&L management for Santoor—India's iconic personal care brand. <ul style="list-style-type: none">➤ Spearheaded a full portfolio relaunch with product upgrade, packaging refresh, new variant and 360°communication strategy to enhance youth relevance.➤ Executed multiple campaigns basis strong cultural insights deepening emotional resonance among consumers.➤ Achieved sustained sales, market share growth reinforcing Santoor's as India's leading personal wash brand.➤ Garnered multiple industry awards for excellence in brand building, innovation, and business performance. Growth : Market Leadership
Sep 2021 Sep 2018	Senior General Manager, EMAMI LIMITED, Mumbai Directed P&L and innovation strategy for Emami's men's grooming and legacy brands, leading a cross-functional team of eight. <ul style="list-style-type: none">➤ Initiated extensive qualitative, quantitative researches to landscape competition and consumer demand spaces in mens grooming market.➤ Repositioned Fair & Handsome through data-led insighting, redefined target spaces, and built an innovation roadmap and launched a professional range aligned to leadership vision.➤ Developed 17 new products across 4 ranges on HE within 12 months; 3 products ready ahead of schedule.➤ Pioneered category-first dual fragrance packs driving 51% sales growth and 30 bps market share gain.➤ Reversed decline trends to deliver 54% sequential growth in H2 FY'21 amid pandemic constraints. Transformation : P&L Category Creation
Aug 2018 Feb 2014	Associate Director, ESCAPE VELOCITY, Mumbai Led end-to-end strategic engagements for CPG, consumer durables, education, and B2B clients, overseeing brand, growth, and marketing strategy managing a team of four. <ul style="list-style-type: none">➤ Delivered 12+ projects spanning market entry, portfolio architecture, and go-to-market strategy.➤ Presented to more than 50 different top executives on strategy approaches to solve business problems.➤ Conducted eight capability-building workshops and mentored client marketing teams across sectors➤ Acquired four new clients, contributing 30% of firm's revenue over two years..➤ Recognized for strategic inputs and actionable brand roadmaps adopted by client leadership teams. Strategy : Consulting Training Workshops
Jan 2014 Apr 2013	Marketing Manager, COLGATE - PALMOLIVE INDIA LTD., Mumbai Owned the P&L across diverse portfolio of personal care (Palmolive, Halo, Charmis), home care (Axion), mouthwash (Plax), OTC (Pain Out), and Oral care (Sensitive Toothpaste) categories. <ul style="list-style-type: none">➤ Launched three new product lines—Palmolive Ayuritel Shower Gels, Colgate Plax Visible White Mouthwash and Colgate Pain Out.➤ Developed two new integrated communication campaigns on Pain Out and Sensitive Toothpaste.➤ Reversed volume decline in Plax Mouthwash, establishing a sustainable, growth-focused business model. Innovation : P&L Management IMC

Nov 2012 May 2010	Group Product Manager, JOHNSON & JOHNSON LTD., Mumbai Led strategy, innovation, and execution for Listerine Mouthwash. Helped rollout the brand strategy and communication roadmap for J&J Consumer Products in Sri Lanka and Bangladesh. <ul style="list-style-type: none"> ➤ Shifted Listerine from OTC to consumer-focused positioning with localised manufacturing. ➤ Launching two variants (Freshburst, Cavity Fighter) capturing relevant benefit spaces and three 360° campaigns. ➤ Designed professional dental programs and launched the “21-Day Challenge” trial campaign adopted globally. ➤ Delivered 83% sales CAGR and increased market share from 14% to 30%, making Listerine #1 within 14 months. ➤ Supported Neutrogena’s e-commerce roll-out (2nd market worldwide) and onboarded the first social media agency for J&J India. Leadership : OTC Marketing Professional Marketing Social Media Marketing eCommerce
May 2010 Apr 2009	Group Key Account Manager (Dual Responsibility), JOHNSON & JOHNSON LTD., Mumbai Managed the Walmart account with responsibility for sales, profit targets, and in-store excellence <ul style="list-style-type: none"> ➤ Achieved 300% overall sales growth and 700% comparable store growth exceeding the Joint Business plans. ➤ Executed two first to market in India initiatives – an exclusive product pre-launch (mid-tier sanitary napkin) and a social sustainability initiative (clean water). Execution : Key Account Management JBP
May 2010 Apr 2008	Category Solutions Manager (Dual Responsibility), JOHNSON & JOHNSON LTD., Mumbai Managing baby, wound and OTC strategy for Modern Trade advising 17 key modern trade accounts on category management. Led capability building and drove in-store excellence through shopper-centric strategies. <ul style="list-style-type: none"> ➤ Served as the category captain for baby category in Walmart, partnering to design and execute category strategy, space planning and merchandising. ➤ Maintained 95% share of Johnson’s baby across chains, positioning J&J as the leader in baby category. ➤ Introduced MIS tools for tracking new product launch, promotional spends and ROI for spend optimisation. Execution : Planogram Merchandising Spend Optimisation ROI Shopper Marketing
Apr 2008 Aug 2005	Product Manager, JOHNSON & JOHNSON LTD., Mumbai Responsible for national product strategy for four Johnson’s Baby products (Powder, Gift Sets, Nappy Pads, and Buds) and all digital marketing initiatives for the Johnson’s Baby brand. <ul style="list-style-type: none"> ➤ Developed new growth strategy (adult leverage, emerging consumer and low cost outlay) for Johnson’s baby. ➤ Launched new Johnson’s baby powder variants (Prickly heat, Milk Extracts). Revamped and relaunched gift sets. ➤ Delivered 17% CAGR over three years and 5% market share gain on powder portfolio. ➤ Launched BabyCentre, J&J’s digital parenting platform in India; Won internal Global Marketing Excellence Award. ➤ Implemented Sales Force Automation, CRM program for the Professional Marketing team. ➤ Onboarded the first digital media agency for J&J. Digitisation : NPD SFA CRM Digital Marketing
Aug 2005 Apr 2004	Manager - Strategic Solutions Group, JOHNSON & JOHNSON LTD., Mumbai Led the national sales operations excellence program to improve sales and supply chain processes, upgrade technology and enhance sales metrics for future growth. <ul style="list-style-type: none"> ➤ Designed and deployed Distributor Management System; integrating ERP with automated order management. ➤ Trained All India sales teams and 700+ distributors to drive adoption covering 80% of sales managing a team of 15 in-field and 4 call-center executives. ➤ Received the J&J IM excellence award for program execution. Enablement : DMS VMR ERP Sales MIS Dashboards
May 2004 May 2003	Management Trainee, JOHNSON & JOHNSON LTD., Mumbai <ul style="list-style-type: none"> ➤ Sales : Delivered 17% sales growth managing 16 distributors in Saurashtra, Gujarat. ➤ Marketing : Relaunched successful SKU in Johnson’s baby contributing 15% to annual sales. ➤ Operations - Planning : Automated capacity planning for operations, optimizing plant utilization.

EDUCATION

2003	PGDM (Specialisation in Marketing, Strategy and System) - Indian Institute of Management Calcutta
2001	B.Tech (Mechanical Engineering) - Indian Institute of Technology Madras

INTERESTS

Passionate interest in technology and a supporter of the GNU, OSS, and CC movements. Pursues photography and trekking.