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Bengaluru, India



A seasoned professional with 22 years of cross-cultural experience in international and Indian MNCs, as well as startups, spanning diverse sectors including consumer goods, services, education, and technology.

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. Skilled in developing creative go-to-market strategies, influencer marketing, and digital campaigns across search, social media, and e-commerce platforms.

A results-driven leader who sets high performance standards, encourages innovation, and inspires teams to grow while delivering strong results. Recognized for influencing decisions within complex matrix organizations and navigating multiple stakeholder environments. Analytical and resourceful with a strong focus on data-driven decision making to solve business challenges. Communicates with transparency and confidence, backed by entrepreneurial instinct, professionalism, and unwavering integrity.

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 new variants, packaging, and a refreshed 360° communication strategy to enhance youth relevance.➤ Achieved sustained sales growth and reinforced Santoor's position among India's leading personal care brands.➤ Strengthened market share and deepened emotional resonance across consumer segments.➤ 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 aligned to leadership vision.➤ Developed and launched 17 new products across 4 ranges on HE within 12 months; 3 achieved market readiness 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 10+ 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 growth 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

TECHNOLOGY	Passionate interest in technology and a supporter of the GNU, OSS, and CC movements.
TREKKING	Pursues trekking, and other adventure activities.
PHOTOGRAPHY	