

RUSHI SHETH

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EDUCATION

MASTER OF SCIENCE IN INDUSTRIAL AND SYSTEMS ENGINEERING
Lehigh University, Bethlehem, PA

MAY 2019
GPA: 3.53/4

K. J. SOMAIYA COLLEGE OF ENGINEERING, MUMBAI, INDIA
Bachelor of Engineering in Mechanical Engineering

MAY 2016

SKILLS

Programming: R, Python, SQL, Tableau, Apache Spark, CPLEX
Soft Skills: Collaboration, Decision-Making, Presentation, Consulting

Algorithms: Decision trees, Regression, SVM, Apriori, KNN, Ensemble methods
Hard Skills: Logistics and Supply Chain Management, Optimization, Forecasting, Managerial Economics, Data Mining, Operations Research, Pharmaceutical Sales

PROFESSIONAL EXPERIENCE

DECISION SCIENCE ASSOCIATE
Axtria Inc. (Pharmaceutical Sales and Marketing Analytics)

NOV.2019 - PRESENT

Competitor Drug Launch Readiness – Customer Targeting and KPI Tracking

- Collaborated with the brand team of a leading biopharmaceutical company to strategize defensive marketing of a \$500M revenue brand against a competitor product launch in the Cardiovascular space
- Led a team of 2 onshore and 4 offshore analysts and associates to deliver analyses in a client-ready format
- Analyzed insurance claims, sales, and HCP-HCO affiliation datasets using SQL to identify the market universe
- Identified key metrics to build a dashboard for tracking and communicating the impact on brand performance to senior management
- Recommended the list of physicians and accounts most likely to be targeted by the competitor to redirect sales and marketing efforts

Marketing Mix Modeling – Marketing ROI Analytics

- Conducted marketing ROI analysis for a \$100M revenue brand in the Oncology space
- Supported the development of data framework and selection of analytical approaches based on data coverage
- Developed market mix models using combination of advanced regression modeling with data transformation and factor analysis in R
- Synthesized ROI results and promotional impacts into easy-to-consume storylines

Prescription based Predictive Targeting- Proof of concept

- Supported proof of concept to test if physician prescription behavior is predictive of drug adoption potential
- Leveraged decision trees and regression models to identify potential targeting HCPs based on their past referral volumes
- Recommended the list of HCPs based on their adopter, trialist or loyalist classification

Sales and Account 360 view – Tableau dashboard

- Worked with Customer insights team to build 360 business dashboards for increased company-wide sales visibility across brands
- Developed advanced Tableau workbooks to conduct time series analysis at the market, account, and physician-level
- Participated and worked in all BI phases - design, development, testing, deployment, post-production support, and training
- Reduced monthly refresh time by 75% by automating data transformation and ingestion using python and SQL

SUPPLY CHAIN INTERN

Oct. 2018-Dec. 2018

Factory LLC- Lehigh ESC (CPG Supply Chain Management)

- Worked with an operating company to identify consolidation warehousing locations
- Identified new warehouse locations using an **optimization model** to lower the operations and transportation costs by 18% - 35%
- Documented user guide to assist the non-technical staff with modeling techniques and process steps

NETWORK OPTIMIZATION INTERN

June 2018-Sept. 2018

B.Braun Medical Inc.- Lehigh ESC (Medical Device Supply Chain Management)

- Collaborated with the Supply Chain team for restructuring the production and distribution network design for 500+ US customers
- Developed a **multi-commodity, multi-facility production routing optimization** tool using **CPLEX and AMPL**
- Leveraged the model to perform **what-if analysis** and identified **potential savings of 7%** in operational costs

OTHER COURSEWORK

MANAGERIAL ECONOMICS

- Analyzed **resource allocation & pricing strategies** in various market structures
- Conducted multiple regression & hypothesis testing for empirical estimation of **demand, production & cost functions**

LEADERSHIP AND TEAMWORK

TEAM LEADER – UNIVERSITY ROBOTICS TEAM

2012-2016

K.J.Somaiya College of Engineering, India

- Led a multidisciplinary team of 32 engineering students to National robotics competition (National team rank #18/92)

INTERNATIONAL STUDENTS ORIENTATION LEADER

AUGUST 2018

The Office of International Students and Scholars - Lehigh University