

DEWINA DHRUVE

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I seek to work in an environment that offers a greater challenge and an opportunity to utilize my skills to help the company grow in terms of volume, brand and profits.

ORGANIZATIONAL EXPERIENCE

<u>Nielsen India, Advanced Analytics Consulting (AAC), Sales Effectiveness (SE)</u>	<u>May'13- Till Date</u>
Manager	Jun'16-Present
Senior executive	Jun'15-May'16
Executive	May'13-May'15

CURRENT ROLE and RESPONSIBILITIES

Leading client service and delivery for several accounts including a global FMCG major, the largest account for AAC in north region

- **Consultant to client brand and consumer insights team:** Help plan long term strategies as well as execute short term tactics across pricing, promotion, market prioritization and distribution expansion.
- **End-to-end project management:** Interface with client, drive complex analyses with team to answer business objectives, storyboard the insights and present recommendations to the client brand team.
- **Ensure commercial growth for the business:** Build client relationships to identify new opportunities

SYNOPSIS OF MAJOR PROJECTS AND PILOT INITIATIVES:

Marketing Strategy Prioritization: Helped the client prioritize spends between marketing and distribution initiatives for different markets by identifying specific problem areas for each market.

- Led the client discussions and project delivery end-to-end for a first time analytics client.
- **Outcomes:** Led the pitch for another analytics solution **worth 28K USD** and won it. Received Silver Award for business development.

Sales Optimization by Territories: Developed an in-house analytical solution – SPOT (Sales Optimization by Territories) to help clients identify high potential micro-markets within a city for sales activation.

- Coordinated with the global teams to localize a universe estimation technique for Indian metro cities. Led the team to deliver it in record 3 weeks.
- **Outcomes:** Helped Nielsen India **save up to 20K USD**. Received Gold Award for exemplary ownership of the project to ensure such savings for the company.

Distribution Strategy Execution: Helped a multinational FMCG major execute a massive cost intensive distribution expansion strategy in an optimal fashion.

- Developed a dashboard that integrated real-time monthly sales and promotion data to provide an end-to-end solution for execution of distribution expansion.
- **Outcomes:** Received repeat business **worth 12K USD** from client for next year. Received Silver Award for constant client support and out of the box thinking.
- Standardized the underlying framework and presented at MRSI (Market Research Society of India) National Conference as one of top 20 finalists (shortlisted from over 250 synopses).

Retail Growth Drivers Identification: Helped the client optimize sales execution by building customized strategies across retail channels they operated in.

- Integrated various data sources to identify key growth drivers, their contribution and elasticity for each retail channel. Further helped client focus on programs delivering maximum ROI.
- **Outcomes:** Received Gold Award for exemplary teamwork & delivering beyond expectations within crunched timelines.

STRETCH RESPONSIBILITIES

- Leading a Green Belt BPI (Business Process Improvement) project for rework reduction for AAC India.
- Working with India leadership to identify and implement high impact initiatives for talent retention.
- Training and mentoring new recruits by conducting regular training sessions and measuring performance progress through a self-developed capability & development matrix.
- Part of product team for Nielsen's global proprietary Market Segmentation platform – SPECTRA
 - Conducted workshops for training the sales team on product features and business applications.
 - Showcased SPECTRA during the annual conference Consumer 360 to over 20 clients.

PROFESSIONAL HIGHLIGHTS

- Fast tracked to Manager within a year for displaying outstanding leadership and performance.
 - Among top 10 from 200+ India employees within SE Practice to be selected as a “High Potential Associate” for Fast track Program 2015.
- Nominated as one of the top 15 associates within Nielsen for LEAP (Leadership and Executive Acceleration Program) in 2015.
- Received 6 ‘Simply Excellent’ awards for outstanding leadership, teamwork and client engagement.

Deloitte Consulting India Pvt. Ltd., Hyderabad

Jun'09-Jun'11

POSITION: Business Technology Analyst, Oracle E-Business Suite

- Worked extensively in Oracle Technology and was involved in integrating the Customer Relationship Management (CRM) with the Supply Chain Management (SCM) module.
- Received an Applause Award for being a consistent performer in the project team and delivering work that exceeded expectations of quality and innovation.

SKILLS

MARKETING & SALES EFFECTIVENESS: Distribution Expansion, GTM Execution, Micro-market Prioritization, Pricing And Promotion Strategy Evaluation, Assortment Optimization, New Launch Assessment, Growth Driver Analyses, Marketing Mix and Forecasting.

CORE COMPETENCIES: Client Engagement, Project Management, FMCG retail research and analytics

TOOLS/ LANGUAGES/PLATFORMS: FoxPro, R Studio, SPSS, Excel, PowerPoint

EDUCATION

MBA(COMM.)	2011-13	Mudra Institute of Communications, Ahmedabad	3.43/4.33
B.Tech (C.E.)	2005-09	Nirma Institute of Technology, Ahmedabad	8.38/10
Class XII (H.S.C.)	2005	Swami Vivekanand High School, Junagadh	88.66% (PCMB)
Class X (S.S.C)	2003	Carmel Convent High School, Junagadh	83.57%

PERSONAL DETAILS

DATE OF BIRTH: 19th March 1988

LANGUAGES KNOWN: English, Gujarati and Hindi

INTERESTS: Reading, doodling, traveling, baking and watching sitcoms