

# Varadarajan Narayanan

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## SUMMARY

Analytics & Data Science leader with expertise in *Advanced Analytics, Machine Learning, AI, Automation, Market Assessment* and *Product Development* in Commercial & Healthcare space. Data-driven storyteller with seasoned experience in stakeholder management & proven track record in delivering complex high-stake projects. Ambitious go-getter with an **international award** in Business Sales Presentation, vested with inherent interpersonal skills and eloquent in speaking both languages – business & technology.

## CORE COMPETENCIES

- |                 |            |           |           |                   |
|-----------------|------------|-----------|-----------|-------------------|
| • SAS           | • IBM-SPSS | • SQL     | • Minitab | • Jupyter         |
| • R Programming | • Python   | • Tableau | • AWS     | • MS Office Suite |

## EDUCATION

M.Eng. Industrial & Systems Engineering	Lehigh University, PA	(GPA: 3.7)	May 17
B.Eng. Mechanical Engineering	University of Mumbai, India	(GPA: 3.7)	July 15

## PROFESSIONAL EXPERIENCE

### Novartis, East Hanover, NJ

Mar 22 – Present

*Associate Director – Data Science, AI & Innovation*

- Designed the analytics roadmap for measuring customer experience in Pharma & served as the analytics advisor to the program leadership team
- Directed the development of a sales metric that measures HCP's loyalty to a brand, across the dimensions – depth, breadth, recency and market penetration
- Collaborated with business stakeholders to evaluate the effectiveness of customer centric metrics in field force compensation and its impact to sales growth

### IBM, Camp Hill, PA

May 20 – Mar 22

*Managing Consultant / Lead Data Scientist – GBS, Healthcare & Life Sciences*

- Led the design and development of asynchronous, sequential, and multi-cloud NLP solution to automate clinical review prior-auth surgery request real time
- Spearheaded the operationalization of NLP powered intelligent workflow model & product's roadmap and expansion strategy
- Devised AI solution to extract insights from unstructured data in clinical faxes using computer vision, text-mining & linguistic semantics at 90% accuracy
- Managed over 10 workstream teams across the program & serving as lead DS counsel in client engagement (over \$5M) across different use cases
- Designed a distributed steady-state supply network workflow with a throughput of 0.9996 under the conditions of discrete-event simulation
- Strategized business proposal for leading global pharmaceutical companies to expand targeted sales of vaccines
- Built a probabilistic loss model in Python to optimize the inventory reorder levels for different nodes in the supply network
- Developed sales forecasting predictive model for sequencing devices across geographies with pricing & product cannibalization as control factors

### TE Connectivity, Berwyn, PA

Jan 19 – May 20

*Senior Analyst – Corporate Strategy*

- Developed multi-linear regression model to predict the cyclicalities & shift in demand curve across multiple end markets
- Led a study on the influence of cross-correlation between cyclicalities and demand elasticity & presented to the C-suite
- Devised predictive model to determine plant flexibility at different market conditions for optimum delivery & cost of operation
- Performed scenario analysis & developed a risk model to evaluate the potential business impact from Auto & China market downturn
- Implemented Tableau dashboard to evaluate forecast attainment & performance of New Product Development by using market response models

### IBM, New York, NY

Jun 17 – Jan 19

*Sr Analytics Consultant / Data Scientist – GBS, Watson Health*

- Developed predictive models to generate weather-based health triggers for media targeting Pharmaceutical products & Customer Engagement
- Devised episode analytics model in R using claims data (MarketScan) to unmask the influence of weather seasonality variance on health at MSA level
- Built a classification model using Python to recognize the right customer segmentation for new product launches & targeted media marketing
- Generated descriptive statistics and drug-treatment patterns using SAS to identify prevalence of competitor drugs & potential untapped market
- Provided comparative statistical analysis on different patient cohorts to identify potential clinical study group in various therapeutic areas
- Automated the population cohort selection adept to handle different HEOR studies using Python
- Delivered compelling pitch to leadership on potential business opportunity through advanced market assessment and trend analysis in R

### Geneia Clinical Care Solutions LLC., Harrisburg, PA

May 16 – Apr 17

*Data Scientist Intern*

- Bolstered the revenue protection by prioritizing the gaps in coding to initiate a product outreach program for case managers using Tableau
- Reduced the misclassification rate by 40% of the attribution model used for Primary Care Provider using multi-variate analysis in SAS
- Implemented *outlier analysis* using SAS to improve the attribution of Specialist Provider to maximize product branding

## AWARDS & ACHIEVEMENTS

- Eminence & Excellence Award** [2020-21] for serving as a leader & having tremendous positive impact on the client project program and overall team.
- IBM Manager's Choice Award** [2020] for building high performance team and serving as a mentor to younger team members
- Peer Recognition Award** [2018] for being an excellent team player & demonstrating the IBM practice of 'Unit to get it done'
- Recognized as distinguished young talent in IBM's Bee School program and was featured in North America Leadership Summit in 2018