



November 19, 2018

U.S. Department of Homeland Security
United States Citizenship & Immigration Services
Vermont Service Center

**RE: Promotion Optimization Specialist, Biopharmaceuticals Industry
Education Required for Entry into the Field**

To Whom It May Concern:

I am providing this letter relating to the educational requirements for a Promotion Optimization Specialist in the biopharmaceutical industry. I hold an MBA from Columbia University, and a Master of Science degree in Materials Science & Engineering with a minor in Electrical Engineering from Cornell University. I have over twenty years of experience working in the pharmaceutical industry and am currently the Executive Director Market Research/Intelligence & Analytics in Allergan, a multinational company that produces branded drugs and performs pharmaceutical research and development. Like most pharmaceutical companies, we have a well-established department for data analytics professionals, including Promotion Optimization professionals, who perform critical statistical analysis to support optimization of drug promotions and business decision making. Over the course of my career, I have been involved in the recruitment of approximately 30 of these professionals.

In my twenty years in the industry, I have come to know that Promotion Optimization Specialists perform a critical function in the major biopharmaceutical companies. They make the analytics and data driven recommendations for superior decision making regarding the allocation of promotional resources across channels, brands and customer segments. I have come to know Merck specifically through industry conferences, trainings, Board member of PMSA (Pharmaceutical Management Sciences Association) & was my client when I was at ZS Associates. A Promotion Optimization Specialist within Merck supports Primary Care, Oncology, Hospital, and Specialty Business Units working with Sales, Marketing & Commercial Operations teams. He or she is responsible for targeting and segmentation analyses, and leveraging multivariate statistical techniques as well as predictive analytics, machine learning algorithms, decision trees etc. He or



she must collaborate with colleagues within the Promotion Optimization team to enhance current and future methodologies that will benefit the full portfolio across all business units, developing predictive analytics insights at the customer level.

As an industry veteran, I can confirm that these duties are highly complex and require an advanced level of specific knowledge and expertise. I can also confirm that the latest hiring trend and minimum educational requirements for Promotion Optimization Specialists in the biopharmaceutical industry is, without a doubt, an advanced degree in either Analytics, Statistics, Engineering, Operations Research or other closely related analytical major. Major pharmaceutical companies need candidates who have the above-mentioned advanced and specific background to execute the responsibilities of the position in a very high stakes environment involving not only a multimillion dollar business, but the health and well-being of millions of patients around the world.

If you have further questions about careers in the biopharmaceutical industry, please do not hesitate to contact me directly.

Sincerely,

A handwritten signature in blue ink that reads "Vijay.R".

Vijay Raghavan

Executive Director Market Research/Intelligence & Analytics