**Anjani Tripathi**

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### *HIGHLIGHTS*

**13+ years of experience in Pharma commercial analytics across various therapy areas & commercial functions. Currently lead a team of managers and data scientists to support and drive $15+ M revenue across commercial effectiveness, primary intelligence and predictive analytics practice areas. Responsible for driving business growth through developing new capabilities. Represented IQVIA in business forums and presented in business conferences.**

**Advanced Analytics**: Customer Segmentation, Marketing Mix Econometric Models, ROI, Resource Optimization

**Machine Learning**: Rare Disease Detection, Trigger Alerts, Driver Analysis, Look-Alike model, Next Best Action

**Primary Market Research:** ATU, Message recall, Attitudinal/Integrated Segmentation, Promotional Tracking

**SFE Analytics**: Segmentation & Targeting, Salesforce Sizing/Structing, Alignment, Call Planning, IC, Sales Diagnostics

**Market Access**: Payer/Plan favorability, Co-Pay sensitivity, Account and IDN control, Market Pricing Dynamics

**Launch Excellence:** Launch diagnostics, Market landscaping, Opportunity assessment, KPIs, Launch Tracking

**Forecast**: Demand and Supply forecasts

**Oncology Analytics**: Launch Archetypes, Sales Force Strategy, Referral Pattern/Influence Mapping, Patient Journey

**Drug development Analytics**: RWE to identify unmet medical needs, clinical parameters, risk factors, trial outcomes

* Experienced methodologist and a trusted consultant, who combines strategic thinking and deep industry knowledge with advanced analytics to design and develop evidence-based solutions to address clients’ business problems.
* Experience managing, building and mentoring analytics teams and talents
* Extensively used a wide range of data sources (both primary and secondary), with in-depth knowledge of different data elements and their applications. Examples include IQVIA Xponent, PlanTrak, DDD, Patient Claims Data (LRx, Dx, Hx, EMR/EHR, PharMetrics Plus), FIA/Copay, HealthCare Affiliation Data, Survey Data, Consumer data and Promotional Data
* Deep expertise in applying advanced statistical and machine learning techniques in variety of business applications
* Strong knowledge of SAS, SQL, R, Python, Excel and other ETL tools for statistical and data analysis applications
* Proven strengths in driving business forward by influencing key stakeholder without authority and working in matrix environment

### *EDUCATION*

**Master of Science: Texas A&M University**

Major: Statistics

**Bachelor of Technology: Indian Institute of Technology, BHU**

Major: Computer Science & Engineering

### *PROFESSIONAL EXPERIENCE*

### IQVIA (formerly IMS Health), Plymouth Meeting, PA May’06-Current

**Principal/Director, Commercial Analytics – (Oct’15-Current)**

* Managing a team onsite at a high visibility pharma client and closely working with leadership to provide actionable insights to brand and marketing teams.
* Helped several pharma clients with study design and insights to inform data strategy, product launches, go-to-market strategy and commercial plan.
* Collaborate with COEs and internal/external clients on new offering development to drive revenue growth.
* Developed several innovative offerings to address clients’ unmet needs
  + Developed approaches to integrate market research studies (such as ATU, message recall, demand survey) with secondary data to inform highly impactful messaging strategy and targeting.
  + Pioneered a methodology to capture consumer aspect of patient and its impact on physician prescribing behavior to inform pull-through strategy, improve promotion effectiveness and call planning.
  + Developed groundbreaking approach using machine learning on real-world data to prioritize and optimize drug development activities to improve trial success.
  + Developed methods utilizing machine learning and real-world patient data to improve physician targeting for specialty and orphan drugs.
  + Developed a robust approach to measure the impact of rep and message quality on customer satisfaction.

**Sr. Manager, Commercial Analytics – (Oct’11-Sep’15)**

* Led projects involving integration of multiple data sources to inform physician/account targeting and resource allocation, for several pharma clients.
* Managed SF sizing and portfolio optimization projects for multiple clients.
* Refined targeting approach by factoring in the effect of group practices and IDN influence.
* Used patient data to identify influencers, referral patterns and KOLs to support launch excellence.
* Led forecasting utilizing both top-down and bottom-up approaches.
* Led patient segmentation to guide brand strategy, utilizing patient treatment/ diagnosis and consumer data.
* Managed analytic delivery of up to 6-8 ongoing projects at the same time
* Proactively identified opportunities to develop innovative solutions.
* Provided mentorship for subordinates to increase and enhance their skills and abilities.

**Manager, Sales Force Effectiveness – (Apr’10-Sep’11)**

* Managed a high profile multi-year multi-million-dollar IC goal setting project for a major pharmaceutical company. Goals were developed using sophisticated forecasting methodology.
* Managed several segmentation/targeting, resource optimization and sales force sizing projects for brands in retail and non-retail space.
* Designed methodology to measure the performance of a sales force against key attributes, relative to competition using primary survey data.

**Sr. Statistician, Advanced Analytics – (May’06-Mar’10)**

* Developed response models by leveraging patient data. Results of this analysis were presented in PMSA conference.
* Supported several projects involving physician segmentation/targeting, promotion responsiveness, marketing.mix, sample optimization, portfolio optimization, sales force sizing, ROI analysis and IC goal setting.

### ZS Associates, Princeton NJ Oct’03-April’06

**(Business Information Specialist)**

* Designed a complete process which included promotion response analysis, call plan and IC for a medium size pharmaceutical client. This process was used each quarter to publish IC scorecards and call plan reports.
* Supported several internal research projects.
* Managed several call planning and IC projects.

***PUBLICATION & PRESENTATION***

* Achieve Superior Segmentation and Targeting through Integrated Analytics of Real-World Behavioral Data and Market Research Attitudinal Data, Poster Presentation PMSA 2018 (Author & Presenter)
* Patients as Consumers: A New Dimension in A Holistic Approach to Sales Force Effectiveness, PMSA 2017 (Author & Speaker)
* Advanced Modeling - Improved Promotion Response Modeling Using Patient Level Data**,** PMSA 2009 (Contributor)
* [PD-XML: Extensible Markup Language for Processor Description](https://www.doc.ic.ac.uk/research/technicalreports/2002/DTR02-16.pdf) , IEEE 2002 (Contributor)