**Felicien Kanyamibwa, PhD**

*2-02 Hopper Ave, Fair Lawn, NJ 07410*

# *Mobile: (201) 214-9661 E-mail:* [*kanyami@optonline.net*](mailto:kanyami@optonline.net)

**Profile:**

* + **20 years of professional experience** in Pharmaceutical, Consumer Health, Finance and Technology industries with successfully launching, building, and leading in-house advanced or strategic analytics function. Built an independent Analytics consultancy and technology development practice.
  + **Key strengths** demonstrated through consistent strong performance and results delivery
    - Excellent interpersonal and oral/written communications skills and leadership skills
    - Proven ability to launch, develop, and establish credibility for advanced analytics, customer insights, strategic analytics, data management, and reporting functions
    - Exceptional analytical and strategic thinking capabilities honed in a variety of situations, environments, and industries
    - Proven ability to quickly develop good relationships across multiple groups to appropriately leverage expertise, obtain buy-in and strong cooperation in achieving common goals
    - Advanced educational and professional background in Applied Statistics, Marketing Mix models, Pricing Analytics, Econometrics, and Data Mining, including multivariate regression, hierarchical mixed models, marketing mix and promotional response models, forecasting, simulation (Markov and other processes), decision trees, neural networks, attribution models, non-parametric statistics and BigData modeling.
  + **Strong educational credentials**: PhD in Business Administration (Management Science- Business Statistics), MS in Quantitative Business Analysis. BS in Statistics and Applied Economics

**Experience:**

**April 2015 – : Senior Manager and Lead, Advanced Analytics - Marketing Mix Analytics and Pricing Analytics, Bayer Consumer Health**

* Launched, built, and led Marketing Mix Analytics and Pricing Analytics and other advanced and prescriptive analytics function within Bayer Consumer Health with the capability to driving the growth of the portfolio and brands, by providing needed advanced analytics and insights to Senior Leadership, brand teams and other key stakeholders.
* Identified and built relationships and managed external vendors or parties to assist in the building of the advanced analytics capabilities and
* Led a company wide Marketing mix portfolio optimization and pricing analytics. Uncovered opportunities for growth and areas of optimization, with more than $65 MM / year in realized incremental profit opportunities and an ROI of more than $20 per $1 invested in analytics.
* Provided coaching and guidance to internal partners and external analytical support

**Jan 2010 – April 2015: Deputy-Director, Management Science/Managed Markets and Micromarkets Analytics, Bayer Healthcare Care Pharma LLC**

* Provided needed leadership, initiated, developed, implemented, evaluated effectiveness and ROI, and fostered needed improvement on projects to address key business questions. The projects led to significant business and brand growth and established managed markets and micromarkets analytics functions as a valued partner across the BHP organization functions and business units, including Oncology, WHC, Neurology/Hematology, Diagnostic Imaging, Cardio-pulmonary, and Managed Markets (corporate and government customers).
* Launched and developed Managed Markets (Corporate and Government Customers) and Micromarkets analytics functions; led and conducted strategic and tactical analytics to provide needed customer insights to various business units leaders and decision makers.
* Led a company wide ROI project on Hub and Access services, including benefit verification, copay assistance, and nurse services. Uncovered opportunities for growth and areas of optimization.
* Provided coaching and guidance to direct reports and external analytical support

**Jan 2008 - Jan 2010. Senior Business Liaison/Deputy Director, Strategic Analytics, Bayer Healthcare Care Pharma LLC**

* Launched and developed the Senior Business Liaison function within the Oncology Business Unit.
* Successfully led the brand planning processes for Oncology, applying Marketing Excellence Foundation principles.
* Led or executed strategic and tactical analytical initiatives and provided customer insights that added high value to the businesses, uncovering new opportunities for growth and generating positive ROI for the oncology portfolio.

**Jun 2006 - Jan 2008. Manager, Marketing Science, Hoffmann-LaRoche Pharmaceuticals USA Marketing & Sales**

* Launched, built, and led in-house Marketing Science function within Roche with the capability to address a full range of situation assessment needs in effectiveness of marketing and sales initiatives, strategic and advanced analytics, reporting, customer insights and market research across all therapeutics areas and brands.
* Developed the Marketing Science functional team composed of 5 employees and 3 full time consultants.

**Jun 2004 - Jun 2006. Senior Manager, Advanced Analytics, Sanofi-Aventis USA Marketing & Sales**

* Helped business units and brands formulate key issues and questions and provided needed customer insights to address the business questions.
* Developed and evaluated promotional effectiveness programs; conducted ROI and P/L studies for executed programs for Cardiovascular (Plavix), Metabolism (Lantus), and Oncology products (Eloxatin and Taxotere); ad hoc analytical support for Cardiovascular and Oncology Business Units.
* (Initially hired as a permanent consultant)

**Jan 2001 - Jun 2004. Lead Analyst, Research & Development, Schering -Plough Pharmaceuticals, Kenilworth, NJ, USA**

* Developed segmentation and marketing initiatives/solutions to target providers and distribution channels for PEG-INTRON and Claritin. The initiatives identified generated significant incremental sales.
* Trained Statisticians on Statistical Analysis and/or Data mining Tools.
* Formulated and documented business and functional requirements based on industry Standard Operating Procedures (SOP), 21CFR Part 11, and GxP compliance

**Dec 1999 - Dec 2000. Director, Database Marketing and Scoring. Prudential Financial, Newark, NJ USA**

* Launched, built, and led Customer Acquisition function supporting all Prudential marketing and sales departments.
* Managed a team of 5 senior analysts, project managers, and statisticians.
* Interacted with senior marketing staff to implement sales strategies that generated high return on investment for the company.

**Jul 1998 - Dec 1999. Database Marketing Manager, Citigroup, Stamford, CT, USA**

* Developed and implemented marketing models for the acquisition, retention, cross-sell and win-back of customers for Consumer Lending, Mortgage, and Student Loans businesses.

**Aug 1997 - Jul 1998. Operations Research Lead, CACI International Fairfax, VA, USA**

* Developed and implemented statistical quality control and simulation models to assist in the design and sizing of the US Census for Year 2000

#### 1987-1992. Director(SVP) Administration, Marketing and Sales, La Rwandaise, SARL/Kigali, Rwanda 1985-1987. Deputy-Director /Foreign Exchange, Central Bank of Rwanda /Kigali, Rwanda

**1983-1985**. Statistician-Economist/Statistics, Central Bank of Rwanda /Kigali, Rwanda

**Education:**

**1997 PhD, Business Administration -** Management Science/Business Statistics- Penn State University, University Park, LA

**1993 MS, Quantitative Business Analysis and Management Information Systems –** Louisiana State University, Baton Rouge, LA

**1983- BS, Statistics and Applied Economics –** Institut Africain et Mauricien de Statistiques et d’Economie Appliquée (IAMSEA), Kigali, Rwanda

**Other Skills, Publications, Professional Affiliations & Scholarships:**

* Advanced Google Analytics Certification
* Advanced computer and data skills: **SAS, R, SPSS, IMS data, Source Rx, Nielsen panel data**
* Published papers in academic refereed journals and conference proceedings, including **Quality Management Journal**, **Production and Operations Management**, and **Decision Sciences**
* Phi Kappa Phi
* **World Bank Scholar**
* Past Board member of the **Pharmaceutical Management Science Association (PMSA)**.