May 18, 2020

**VIA FEDERAL EXPRESS DELIVERY SERVICE:**

District Director

c/o Examining Officer

U.S. Department of Homeland Security

U.S. Citizenship and Immigration Services

Vermont Service Center

**Attn: H-1B Master’s CAP**

4 Lemnah Drive

St. Albans, VT 05479

**RE: H-1B NONIMMIGRANT VISA PETITION BY MERCK SHARP & DOHME CORP. ON BEHALF OF MR. ARUN SINHMAR, A NATIONAL OF INDIA AND AN INDIVIDUAL WHO SHALL BE SERVING IN THE PROFESSIONAL AND SPECIALITY OCCUPATION OF SPECIALIST, QUANTITATIVE SCIENCES.**

Dear Sir or Madam:

This letter is submitted in support of the within Petition by Merck Sharp & Dohme Corp. (hereinafter, “Merck” or the “Petitioner”) to classify Mr. Arun Sinhmar (hereinafter, “Mr. Sinhmar” or the “Beneficiary”), a national of India, as an H-1B nonimmigrant of distinguished merit and ability and as a member of the professions to serve in the specialty occupation of Specialist, Quantitative Sciences at Merck on a full-time and temporary basis. The intended period of employment is temporary and is estimated to be approximately three years in duration. The proposed position at Merck demands the specialized knowledge and professional skills of Mr. Sinhmar in the field of Quantitative Sciences.

With H-1B nonimmigrant approval from the U.S. Citizenship and Immigration Services (hereinafter “CIS”), Mr. Sinhmar will report directly to Mr. Senthil K. Murugan, Director, Quantitative Sciences, at Merck’s facility in North Wales, Pennsylvania. The Director, Quantitative Sciences, is vested with the responsibility to oversee the quantitative activities and operations at Merck.

# THE PETITIONER – MERCK SHARP & DOHME CORP.:

Merck Sharp & Dohme Corp. is a wholly-owned subsidiary of Merck & Co., Inc. Merck & Co., Inc. is a global research-driven pharmaceutical company **incorporated in the State of New Jersey on June 27, 1928.** Merck is one of the largest pharmaceutical corporations in the world and is renowned for its documented accomplishments in the biochemical pharmaceutical field. Merck is also one of the world’s leading organizations in biochemical research and it is dedicated to improving human and animal health. Established in 1891, Merck currently discovers, develops, manufactures and markets vaccines and medicines to address unmet medical needs. The Company devotes extensive efforts to increase access to medicines through far-reaching programs that help deliver them to the people who need them. Merck also publishes unbiased health information as a not-for-profit service.

At more than $9.8 billion annually, Merck’s research budget is among the largest in the American Pharmaceutical Industry. Even larger than its research budget are Merck’s investments in its human resources. As a result of its reputation in the scientific community for innovative research, Merck has been able to hire the best-of-the-best Research Scientists and Research Professionals throughout the world. Merck’s top-notch Research Scientists and Research Professionals have helped to deepen our understanding of human disease, to discover new treatments, and to develop those discoveries into clinically valuable products.

Merck’s goal in the research and scientific arenas are to discover highly potent, highly selective, well-tolerated, easily administered therapies for inadequately treated or under treated diseases that affect a large number of people worldwide. In its search for innovative technological advances in connection with medical treatments, Merck works across the full spectrum of research and makes substantial commitments to basic scientific research by following leads in a wide variety of disease areas, by developing a range of compounds through clinical studies, and by conducting clinical trials worldwide on its principal products in order to expand their use to demonstrate their value to both the greater scientific community, the medical practitioner and his/her patients.

All of the aforementioned factors combined afford Merck the ability to maintain its position as a leader in an extremely competitive pharmaceutical market. Due to the continued increase in demand for Merck’s innovative products and services, its new drugs currently in the pipeline, and the company’s continuous and active expansion in world markets, Merck has found it necessary to employ on a full-time and temporary basis, a Specialist, Quantitative Sciences at its Merck Research Laboratories facility in North Wales, Pennsylvania.

**THE PROFESSIONAL AND SPECIALTY**

**OCCUPATION POSITION OFFERED:**

As a result of Mr. Sinhmar’s educational and experiential background, Merck has offered Mr. Sinhmar a temporary and full‑time employment position as an H‑1B nonimmigrant in the professional and specialty occupation of Specialist, Quantitative Sciences, at Merck’s facility in North Wales, Pennsylvania.

Assuming CIS approval, Mr. Sinhmar, as Specialist, Quantitative Sciences, will be responsible for performing the following specialized and professional job functions which may include, but not be limited to:

* Take end to end responsibility for collaborating with the marketing team to define business issues, collecting relevant pharmaceutical data, applying different predictive and machine learning models, and finally presenting the results to brand teams and commercial leadership;
* Utilize Agile methodologies for managing complex projects requiring co-ordination from multiple stakeholders viz. marketing, field, analytics, third party vendors;
* Communicate effectively with cross-functional teams and internal clients such as marketing brand leaders, center of excellence teams, senior management etc., to stay abreast of business trends;
* Work with the product owners to understand brand strategy and accordingly align recommended actions from data analysis;
* Pro-actively develop analytical capability for addressing newer marketing challenges for e.g. promotion in a new therapeutic area;
* Analyze competitive market strategies through evaluation of relevant pharmaceutical markets, products and market shares;
* Apply leading predictive and machine learning solutions viz. omnichannel engagement, chatbot analytics, voucher programs to boost customer and patient engagement and subsequently market share for Merck’s products;
* Apply advanced methods for longitudinal data analysis (e.g. pathway analysis) to accurately calculate the promotion impact of digital channels (social, online video, display, paid search);
* Collect, synthesize and analyze various pharmaceutical and business intelligence data sources and recommend analytically driven optimal HCP and HCC channel budgets;
* Integrate and manipulate multiple data sources - IMS physician/account sales, patient level claims, and promotion data as an input to statistical and machine learning models;
* Apply regression models to estimate the promotion impact of each marketing channel and run non-linear optimization to recommend the most optimal budget allocation;
* Generate standard or custom reports and presentations summarizing business and financial data for review by executives, managers, clients, and other stakeholders;
* Create annual historical performance and recommended budget allocation report by business unit, product, and marketing sub-channel for review by leadership;
* Create presentations summarizing results and action items from statistical and predictive analysis using Spotfire and PowerPoint;
* Build and analyze behavioral segments, Promotional Response models, Return on Investments, impact assessment for physician and patient-directed promotional programs and Marketing Mix models, Optimal promotional sequences to determine business   
  impacts of various Health Care Provider (HCP) and Health Care Consumer (HCC) promotions;
* Design and build software tools to streamline statistical and operations research based advanced analytical methods;
* Analyze industry and technology trends to identify target markets for launch products or to improve sales of existing products;
* Utilize newer artificial intelligence (AI) based methods like Omnichannel marketing, geo-based targeting to increase customer and patient engagement with product promotions across therapeutic areas (diabetes, women’s health, oncology, specialty); and
* Research and apply emerging analytical methods and tools such as Machine Learning, Deep Learning, Advanced Statistical methods, Cloud Computing in Amazon Web Server (AWS), Python, R etc., to measure promotional impacts and optimal budget allocations.

Due to the highly-sophisticated, specialized knowledge and autonomous nature of the Specialist, Quantitative Sciences position, and as with any specialty position in a professional organization, it is essential that the candidate for the position of Specialist, Quantitative Sciences, possess a Master of Science degree in Statistics, Business Analytics, Management Science or a closely related discipline, or a Bachelor of Science degree in Statistics, Business Analytics, Management Science or a closely related discipline, with a minimum of two (2) years relevant experience in commercial analytics within pharmaceutical industry.

Also, please note that the above described duties are analogous to the US Department of Labor’s O\*NET description and SOC Classification of “Business Intelligence Analysts” (SOC Code 15-1199.08). This is a Job Zone Four classification with a SVP code of 7.0 – 8.0 which means that these occupations require extensive preparation and that most of these occupations require a Bachelor’s Degree. Our Specialist, Quantitative Sciences’ job duties are in line with this classification and clearly set forth the responsibilities as being “professional and specialty” as well as being complex in nature. The nature of the duties is so specialized and complex that knowledge required to perform the job duties is usually associated with the attainment of a graduate degree. Furthermore, the degree requirement is common in our industry in parallel positions among similar organizations.

On the basis of the foregoing, it appears clearly to be the case that the responsibilities to be undertaken by the Specialist, Quantitative Sciences, at Merck are extremely specialized and professional in nature. Thus, this position at Merck is clearly one that requires the incumbent to possess a minimum of a Bachelor’s Degree. These requirements clearly qualify the position as one that is a professional and specialty occupation.

**RIGHT TO CONTROL THE EMPLOYEE:**

We confirm that as a Specialist, Quantitative Sciences, at Merck, Mr. Sinhmar will be primarily working at Merck’s North Wales, Pennsylvania facility located at 351 N. Sumneytown Pike, North Wales, Pennsylvania 19454, and at his residential address located at 31 River Court, Apartment 314, Jersey City, New Jersey 07310.

We further confirm that the choice of the additional work location, specifically Mr. Sinhmar’s residential address 31 River Court, Apartment 314, Jersey City, New Jersey 07310, is fully authorized by Merck Sharp & Dohme Corp. and that Mr. Sinhmar has been duly provided with the necessary tools such as a fully secured laptop to perform his functions/duties remotely on behalf of Merck.

At all times, as Mr. Sinhmar’s sole and direct employer, Merck will have **full control, direction and supervision** over Mr. Sinhmar as follows:

* Mr. Sinhmar will assume the position of Specialist, Quantitative Sciences at Merck’s research facility located at 351 N. Sumneytown Pike, North Wales, Pennsylvania 19454, and at his residential address located at 31 River Court, Apartment 314, Jersey City, New Jersey 07310.
* Mr. Sinhmar will report directly to Mr. Senthil K. Murugan, Director, Quantitative Sciences, at Merck, who is Mr. Sinhmar’s direct supervisor.
* All managerial supervision of Mr. Sinhmar’s day-to-day activities, including the right to control his work, including assigning additional work to Mr. Sinhmar; hiring, firing and promotional decisions; payment of Mr. Sinhmar’s entire salary (including company benefits); and the evaluation of Mr. Sinhmar’s work performance, among others, will be controlled by Merck for the entire duration of the validity period requested in the H-1B petition.
* As his direct employer, Merck will pay Mr. Sinhmar’s salary by direct deposit to his personal account; provide to Mr. Sinhmar a standard benefit package that includes medical and dental insurance among others; and will be responsible for paying both federal and state employer taxes for Mr. Sinhmar, as well as withholding social security and other requirements from the beneficiary’s salary.
* Mr. Sinhmar will receive a W-2 from Merck and will be employed full time (40 hours per week) on a temporary basis by Merck.
* Mr. Sinhmar will be provided by Merck with all necessary tools (i.e. computer, office equipment/supplies, etc.) to perform her job responsibilities at Merck.
* As a Specialist, Quantitative Sciences, Mr. Sinhmar may not hire or pay assistants.

We further confirm that with regards to supervision, Mr. Sinhmar will report work/project status updates directly to Mr. Senthil K. Murugan, Director, Quantitative Sciences, at Merck, on a weekly basis where Mr. Senthil K. Murugan, in turn, provides performance feedback and discusses projects and timelines, expectations, as well as areas for improvement (as needed). Mr. Sinhmar will also attend monthly department meetings remotely (i.e. via telephone and WebEx) which is customary at Merck for employees who are temporarily outside its main facility in North Wales, Pennsylvania. Mr. Sinhmar’s performance will be evaluated every three months, with a performance evaluation executed by Mr. Senthil K. Murugan, Director, Quantitative Sciences.

**BENEFICIARY: MR. ARUN SINHMAR**

Mr. Sinhmar clearly qualifies for the position of Specialist, Quantitative Sciences that is being offered to him by Merck on a full-time and temporary basis, based upon his years of academic training and experience in the field of Quantitative Sciences.

In May 2013, Mr. Sinhmar was awarded a Bachelor’s Degree in Electronics & Communication Engineering from the National Institute of Technology, located in Hamirpur, India. Additionally, in January 2020, Mr. Sinhmar was awarded a **Master of Science degree in Statistics – Data Science** from Rutgers, The State University of New Jersey, located in New Brunswick, New Jersey.

From February 2020 to the present, Mr. Sinhmar has been employed as a Specialist, Quantitative Sciences at Merck’s Research Facility located in North Wales, Pennsylvania. In his current capacity, Mr. Sinhmar is responsible for promotion response modeling in which he measures the sales impact and return on investment for digital advertisements, personal and non-personal promotions. Additionally, Mr. Sinhmar provides empirically-derived decision support to internal business clients to inform large investments, leads cross-functional teams on strategic initiatives, and designs Digital Advertisement Simulation system for modelling advertising and its impact on user behavior, utilized to compare performance of existing marketing mix models, in addition to performing other duties and responsibilities.

From May 2019 to December 2019, Mr. Sinhmar was employed as an Intern at Novartis (employed by Pro Unlimited). In this capacity, Mr. Sinhmar was responsible for performing campaign tracking and evaluation conceptualized executive dashboards to track customer targets for peer-to-peer campaign, quantified ROI impact and improved execution strategy for higher returns. Additionally, Mr. Sinhmar designed social network analysis to identify referral networks among doctors and their affiliations using APLD data and designed activity analysis to measure brand and competitor’s engagement with KOLs, to design better targeting strategy. Furthermore, Mr. Sinhmar identified the drivers for brand volume and recommended key target segments using clustering techniques, among other duties and responsibilities.

From January 2016 to September 2016, and October 2017 to July 2018, Mr. Sinhmar was employed as a ~~Decision Analytics~~ Associate Consultant at ZS Associates, located in New Delhi, India. In this capacity, Mr. Sinhmar served as a Team Lead in which he served as a trusted partner for clients in solving the business problems using descriptive, predictive and prescriptive analytics; collaborated with sales, marketing and brand teams to understand the objectives and provide actionable recommendations. Additionally, Mr. Sinhmar empirically evaluated the sales responsiveness to various digital channels (emails, display banner ads, Paid Search, etc.). Mr. Sinhmar also ptimized the marketing budget plans to maximize profit by effectively allocating spend across various campaigns and simulated theoretical and planned spend marketing scenarios to identify the best channel mix that aligns with long-term strategy. Furthermore, Mr. Sinhmar evaluated the effectiveness (lift in sales) of the controlled promotional events and sales contests using look-alike matching and designed an optimized sales force sizing plan using affordable coverage approach and workload-distribution algorithm to hit the sales team’s forecast. Established optimal sales force size and evaluated a variety of what-if scenarios answering questions like ROI, NPV, etc., among other duties and responsibilities.

From December 2013 to December 2015, Mr. Sinhmar served as a Business Associate at ZS Associates, in this capacity, Mr. Sinhmar facilitated setting up a commercial analytics project of $3 million initial investment, designed KPIs for executive summaries and visualization reports to monitor brand’s sales trends and impact, enhanced sales force’s goal setting methodology using managed care factors (attainment improved by ~5%), improved and automated business processes using Value Stream Mapping (VSM) approach; cycle time was reduced by ~50% and project cost by 30% (~ $1 million per annum), used ML modeling techniques to predict opportunity triggers for the brand by identifying the likelihood of a significant drop in sales. Strategized the targeting of physicians using low cost non-personal promotional channels to prevent the likely drop in sales, and quantified various factors impacting sales volume using sales attribution modeling, among other duties and responsibilities.

Based on Mr. Sinhmar’s educational and experiential background, it is clear that he is undeniably qualified to assume the professional and specialty occupation position of Specialist, Quantitative Sciences, which is being offered to him on a full-time and temporary basis by Merck.

**TERMS OF EMPLOYMENT**

Assuming approval of the within Petition by CIS, we intend to continue to employ Mr. Sinhmar’s for the period indicated in the enclosed Form I-129 petition in the full-time and temporary position Specialist, Quantitative Sciences, at Merck. We understand the temporary scope of Mr. Sinhmar’s employment and Mr. Sinhmar has also been informed of this condition of the employment relationship.

We hereby confirm that, if so required, we will pay Mr. Sinhmar’s cost of transportation back to his home country in the event that our relationship with him is terminated prior to the expiration of her H-1B nonimmigrant status. Mr. Sinhmar will be compensated at the rate of $100,000.00 per year plus a standard benefits package.

Any statement contained in this document shall in no way be construed to create a contract between the prospective employer and employee. Furthermore, any statements and/or references in this document shall, in no way, modify the “at-will” relationship that is or has been compensated to exist between the employer and the employee.

Respectfully submitted,

**Merck Sharp & Dohme Corp.**

By: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Kaori Pell

Paralegal, Corporate Immigration