**2018 Accomplishments – Talking Points**

**Yan Guo**

* Led HCC Mkt. Mix Analysis for various brands. **Informed HCC Digital investments of about $250MM**
* Provided oversight and extended Exposure to Claims study by Crosssix and Comscore to identify media publishers with high business impact (ROI / Profitability) for multiple brands
* Innovation: Enhanced Mkt. Mix analysis capability by implementing concepts to study cross-channel interactions (pathway analysis)
* Innovation: Extended IADS capabilities by demonstrating the viability (for Nexplanon) of identifying impact maximizing digital frequencies at publisher level.
* Both of the above innovations are planned to be extended to multiple products in 2019
* Has an extensive Collaboration / Selling / Change Management / Concept Buy-In capabilities.

**Ambika Rana**

* Directly influenced the allocation of 2019 promotional budget and strategy for Januvia, Belsomra, Pneumovax and Gardasil. **Promotional dollars involved in the decision is ~$200MM. $25MM savings were identified.**
* Consulted with all levels of brand team leaders and senior leaders efficiently and effectively. [Tom Loose appreciated her presentation as one of the best in the year.]
* Gardasil NBE sequence analysis – Working on the development of NBE internal capability.
* Took responsibility for about 1.5 to 2 FTEs amount of work and delivered with strong work ethic, poise and high level of motivation and curiosity.
* Designed Noxafil Evoucher program and suggested a targeting strategy to improve affordability while maintaining financial feasibility. Led discussions with Marketing and Legal. Played a key role in obtaining first time legal approval for such a targeting strategy.

**Senthil Murugan**

* Supported impact analysis and optimal allocation of about **$500MM+ investments in HCP, HCC and Patient Support promotional programs.**
* Identified **a $25MM in potential savings** through Investment Prioritization for 2019 profit planning.
* As a core member, providing support for the implementation of NBE for Januvia.
* Directed internal capability enhancements in NBE, Mkt Mix modeling (pathway) and Keytruda MMF impact analysis using new data sources (GPO data)
* Provided leadership to identify optimal frequencies at Media Publisher level using CrossSix data (Nexplanon), development of Google Chatbox capabilities for process improvements and IPF optimization tool for efficient management of investment allocation scenarios.
* Empowered team members to be a *trusted collaborative partner* with Senior Leadership, Brand Marketing, Campaign Architects and Promotion Managers.
* Improved collaborations with media agency and integrated internal, Crosssix and Initiative capabilities.