**2020 YER - Manager Feedback for Ambika**

Ambika completed a high volume of complex projects in 2020 with significant financial impact to business. Many of these projects include innovative new approaches to solve the business question and all the listed accomplishments are of high strategic value to the commercial organization.

In 2020, she was asked to handle new areas of analytics (like HCC) with expanded responsibilities and was assigned very important portfolios like Oncology and Vaccines. Ambika has ***consistently gone above and beyond the expectations***, is a quick learner and handles large volume of projects and workloads very well. She performs at the level of a seasoned associate director. Ambika is not afraid of expressing her opinions (which are well thought out) in a candid manner. She consistently delivers high quality analyses and is considered as a great consultative partner by multiple teams (including myself).

Ambika is a great listener, concise communicator, thorough and independent thinker and is a hardworking individual who takes her responsibilities seriously. She has innate abilities to react to information vacuum and comes up with a best possible and innovative solution.

Ambika’s work has earned great trust from MAIO team, senior leadership and multiple clients of hers (as evidenced in positive stakeholder feedbacks). This trust is established by letting the data talk and by her ability to express the business issues and possible solutions and alternatives in more candid and direct manner – a great consultative skill. An area of continuous improvement may be to be a bit more cognizant about different people to include and/or exclude in her communications.

I am very confident that Ambika has a high future growth potential at Merck. I am extremely lucky to have her as our team member and look forward to work with her in 2021 and many years beyond. Below are some of her key projects and accomplishments in 2020 and the stakeholder feedbacks.

**Key Accomplishments:**

1. Strategic Initiatives Decision Support that guided executive leadership (VPs / Jill / Riad / Frank Clyburn):
   * 2021 Keytruda TV investments **($80MM)**
   * 2020 / 21 Facebook Pause impact
   * Optimized Keytruda Master Brand HCC promotions **(~$100MM)**
   * Analysis of New Media Buying approach (NWOW).
   * DET impact measurements for multiple waves: Gardasil.
   * Supported several Keytruda HCC pilots (ex: TNBC Social, Melanoma Display campaign)
   * Others: Decision support for Januvia LOE. WH SF contributions (impactable sales) for Gardasil, NBE support etc.
2. Completed multiple Market Mix (HCP & HCC) type analysis.
   * Brands: Keytruda (2X), G9 Adol./ Adults (new), Januvia etc.
   * These analyses informed several promotion investments worth **>$300MM**
3. Optimized 2021 budget allocations (IPF) for 7 key brands.
   * Led the IPF process and collaborated with multiple teams.
   * Guided **$150MM+** Keytruda HCC 2021 allocations.
   * Added Gardasil Adults to IPF process.
   * Non-Oncology optimal allocation guidance is about **$300MM+**
4. People & COE development
   * Took a great leadership role in supporting HCC marketing and media teams for **Keytruda, Gardasil** etc. Learned the HCC business quickly and has been highly productive.
   * Hired a well-qualified summer intern and Lead, Coached &Managed two interns to execute complex deep learning based NBE model and ML based Mkt. Mix. modeling tool.
   * Initiated HCC Grail development.
   * Managed multiple consultants to execute multiple mkt. mix analysis & DET impact analysis

**Stakeholder Feedbacks:**

Ambika’s stakeholder(s) enjoy having her as a partner. They are very pleased with her support. Her work is always very thorough, detailed, and of high quality.  She is responsive and turns around in the requested time frame.  The stakeholders appreciate her willingness to help them address key business questions, and always with a positive attitude.  A direct quote from one of the stakeholders:

“*She has an amazing positive attitude (even when she is juggling 15 other projects), is super insightful, speaks her concerns and is very collaborative.*”

Ambika has been very supportive in figuring out how to do things differently/better. Strengths identified by a stakeholder are attitude and willingness to jump all in, strong analytic skills, ability to think 4 steps ahead and anticipate the leadership questions and accountability. This stakeholder feels that an area for development is enhancing the story telling approach in her slides and try to avoid repetitiveness and/or wordy slides in her presentations.

A stakeholder from Oncology team expressed that she joined the team as a new member and quickly established herself as a competent and talented analyst and a valued business partner. She consistently has gone above and beyond to deliver timely analysis and meet the demands of Oncology business. This stakeholder sees her straight talk, integrity and listening skills as a great strength. The stakeholder feels that she can continue to work on timely collaboration/expectation management by sharing new data right away when it comes in or alerting them to new data/data anomalies when they are discovered and hopefully before material analysis is shared up the leadership structure.