**2020 YER - Manager Feedback for Arun**

Arun joined the Promotion Optimization team as a new member in the beginning of 2020 and quickly started managing and contributing directly to various projects and business needs. This is well above the expected pathway for a specialist position. Arun is ***highly detail oriented with an inquisitive mind*** – a great trait for a successful analyst. Arun is a quick learner and is readily willing to adapt to various assigned works and help the team sincerely.

When Arun joined the team, he was assigned a rather challenging problem to solve, that is, develop a digital campaign simulation system following the research from Google and evaluate pros and cons of some of the methods used to measure the digital impacts. He embraced the challenge whole heartedly and developed and delivered the expected results. He seems happy to take on relatively hard problems.

As one of the team members left Merck this year, Arun was asked to take more responsibilities and help manage the HCC analysis for several brands which was new to him. He dived in, dedicated his time to undergo a detail-oriented learning process and is quickly becoming an expert in the HCC promotion measurement and strategy area – an area where business spends hundreds of millions of dollars. Arun performed quite well when such higher-level responsibilities were assigned to him. Arun is very collaborative, reaches out to several team members when he wants to learn something and most importantly takes a dogged approach until he gets his answer.

As we continue our journey this year some of the areas where he could develop further are speed of project executions and continuously improve on concise communications and presentations. I am confident that he is up to this challenge as well.

In his first year, Arun has made enormous business contributions and performs at a level higher than his current position. Promotion Optimization team is excited to have Arun as a new addition to the team. I look forward to work with him in 2021 and many years beyond. Below are some of his key projects and accomplishments in 2020 and the stakeholder feedbacks.

**Key Accomplishments:**

1. Decision Support that guided DET & MAIO teams:
   * DET impact measurements for multiple waves: Dificid. Primary consultant for some of DET brands.
   * Researched tumor specific statistical models to measure personal & non-personal digital promotions.
2. Completed Lynparza HCC Mkt. Mix analysis – a New brand.
   * This analysis informed several promotion investments worth **>$5 MM**
3. Optimized HCC 2021 budget allocations for key brands.
   * Brands: Lynparza, Nexplanon (FB reallocation, TV), Diabetes
   * Quickly learned Crossix analysis and have a deep knowledge on HCC promotions.
   * Readily jumped in and took a lead in new HCC client support projects.
4. People & COE development
   * Implemented Digital Ad Simulation System (DASS) based on Google’s paper. Evaluated relevance and accuracy of various attribution models & concluded that none of the rule-based attributions measure the real digital impacts.
   * Developed models to determine optimal cost per click ceilings for Diabetes and Nexplanon.
   * Very detail oriented & quick learner. Has curiosity and motivation to learn new things (business, analytics etc).
   * Helped to build a framework to classify social impacts (FB).
   * Great collaborator with multiple teams.

**Stakeholder Feedbacks:**

One of the stakeholders expressed that Arun contributed by working very closely with him to complete multiple ROI analyses for the DET. In addition to providing ROI he also helped to provide additional insights and recommendations that will help support the brand and the work being done by the DET to optimize our efforts.

This stakeholder appreciates his communication skills and quoted that Arun *“was very good at articulating complex ideas in ways that everyone on the DET was able to understand. We also really appreciated the other insights and suggestions that he brough to the team”*

Arun was very collaborative. Definitely showed great skills around Withholding to Sharing and Knowing to Learning. He also made sure to get everyone’s input and feedback on the presentations.