**Senthil - Promotion Optimization - Year-End 2021 – TOP Accomplishments**

**Overall:**

Managed high volume of complex high impact projects to guide brand promotional strategy with ~$1.5B investment informed. Expanded analysis to new brands with higher frequencies. Increased operational efficiency through new tools. Guided & Collaborated with Global Analytics to develop MMix data lake. Informed possible impact from CTAP tags for Gardasil.

**Details:**

* Provided strategic initiatives decision support that guided executive leadership. This includes enhancement of DOMINO budget planning tool for Keytruda which primarily informed **$522MM** of 2021 & **$565MM** of 2022 promo budgets. Provided detailed business cases for Keytruda TV and Gardasil TV investments **(~170MM)**. Analyzed the impact of NWOW media program and identified areas of change to increase sales impact. Other strategic initiatives informed were: a) coupon and eVoucher programs for Gefapixant and Daibetes with **$100MM** investment. ***Identified $18MM savings*** by suggesting to stop less effective Januvia eVoucher program. b) Januvia LOE scenario planning with an investment of **$50MM**+. Business case and allocations for 2021 Keytruda TV and Digital investments **($140MM)**
* Even with vacancies, by developing a new team structures with Datazymes, completed 15+ Mkt.Mix (HCP & HCC) type analysis. Lenvima was a new product and Gardasil campaigns were analyzed twice along with Keytruda. Several new DET Campaigns wer also analyzed for HCP campaign and vendor impacts for the first time. In addition, a strong guidance and collaboration with Global Analytics team achieved the MVP development of automated market mix data lake – this would enable future mkt mix analysis efficiency.
* Participated in CTAP initiative by closely collaborating with Lisa’s team and quantifying the impact of tagging (which seems minimal) and identified key tags using ML models and inference techniques.
* Optimized 2022 budget allocations (IPF) for 7 key brands. Guided **$140MM+** Keytruda HCC 2022 allocations & **$42MM** HCP NPP allocations. Added Gardasil Adults and Ped Vaccines to IPF process. Non-Onclology optimal allocation guidance is about **$262MM**
* Increased efficiency by developing, procuring and using customized RShiny based tools such as Coupon Design and Analysis tool, DET Campaign Planning tool, Rapid Test and Control Impact Analysis tool.
* Regarding personal and team development, managed to execute and go beyond than previous years with 2+ vacancies. ***Achieved this by developing a new team support structure and floating resources with Datazymes. This proved to be highly effective strategy and has been KEY TO COMPLETE MANY OF THE PROJECTS this year.***
* Hired highly qualified and immediately productive resource(s) (Alex & Michael). Developed an intern (now under Mike Defazio). Team members responsibilities reshuffled and increased to encourage professional growth and mitigate risk. Agile development enabled for high volume / complex work streams.