**How to Write an Impactful Self-Evaluation**

**Tips on Writing Your Self-Evaluation:**

• Your self-evaluation should be concise and focused on the most critical results you delivered

• Ensure you address the outcome or current status of all priorities

• Incorporate a few metrics, as appropriate, to illustrate your impact

• Highlight key behaviors you demonstrated that contributed to your results (e.g., Ways of Working)

• Include a reflection on what you might have done differently or areas for future focus /

development

**Things to Avoid:**

• You do not need to provide an exhaustive list of all your tasks and deliverables throughout the year

• There is no need to provide an evaluation of your overall performance; no self-rating is required



**Self-Evaluation:**

As the number of ADT/DET teams and CEMs/Architects increase for Oncology and Pharma brands and data analysis has become the standard behind all good decision-making, my roles and responsibilities have expanded greatly. Everyday tasks include understanding and interpreting new promotion data for measurement, collaboration with brand and support teams for statistical analysis, performing statistical analysis directly or indirectly, recommending promotion budgets and consulting on measurement design.

Each of my priorities is based on using historical data to measure impact of promotion so that these learnings can be applied to optimizing 2023 promotional budgets at a brand, channel or vendor level. I supported budget planning for Oncology’s $676MM 2023 promotional budget using HCP digital promotion results of 10.7% contribution to sales with Post-tax ROI of 41:1.

When working with Oncology, there are many different Merck teams, contractors and consultants involved. To accomplish project DOMINO, I worked closely with these groups sharing needed inputs, strategies and ideas and producing reliable results. Inputs were constantly changing, and turnaround time was quick, but we all worked together to complete on time.

**Priorities 1 through 6 – objective & achievements**

**Priority 1**

Develop managerial and collaboration skills

Description

Manage relationship between Promotion Optimization and Datazymes’ contractors including invoicing, systems access, project assignments and feedback.

Member of multiple cross functional teams like standardize KPIs of digital campaigns and Digital Engagement & Modernization project.

Category

1 item selected, E. Focus on My Growth

Due Date

12/31/2022

Details

* Developed managerial skills from successfully managing team of 8 off-shore contractors in regards to administrative tasks and project assignments.
* Participated in two collaborative workstreams to standardize KPIs for non-personal promotion and across multiple Merck dashboards and tools.

**Priority 2**

Digital Promotion - Business Governance

Description

Collaborate with teams that touch non-personal promotion from creation and implementation to reporting and measurement (i.e. MDSI, QuickPivot, Digital Engagement Capabilities, Digital Analytics team and Oncology Multi-Channel Integration Customer Engagement)

On-board new third party vendors reviewing assets they offer and HCP level data they provide, mapping HCP actions to our standard values while being consistent with existing vendor mappings.

Drive collection of digital spend by product, vendor and asset

Category

1 item selected, C. Drive Innovation Enabled by Digital and Data

Due Date

12/31/2022

Details

* Shared prior knowledge of non-personal promotion data with new employees as more individuals are utilizing NPP
* Collaborated with multiple internal teams to ensure consistency and accuracy of non-personal promotion as one of several business points specifically representing impact measurement needs (Run-the-Business bi-weekly meetings, John Jensen and Josh McGrath)

**Priority 3**

Embrace Diversity & Inclusion in the Workplace

Description

As member of Veteran Leadership Network, participate in events and fundraisers to support Veterans both inside and outside of Merck

Complete Diversity & Inclusion myLearning tasks to continue these principles in the workplace

Category

1 item selected, F. Embrace Diversity & Inclusion

Due Date

12/31/2022

Details

* 100% supported diversity and inclusion in and outside of work
* Enjoyed working with off-shore team and appreciated their contributions to our team
* Participated in Travis Manion Foundation “911 Heroes Walk” honoring veterans, first responders, civilians and military personnel killed in 9/11 attacks and wars since then.

**Priority 4**

Marketing Mix Data Automation for HCP and Consumer Promotion

Description

Support large IT project to automate the pulling and processing of all HCP and consumer promotion and sales data needed for marketing mix models.

Category

1 item selected, C. Drive Innovation Enabled by Digital and Data

Due Date

12/31/2022

Details

* Co-ordinated three UATs of Datalake data between IT and our team; Datalake is the data source for all team’s analyses
* Involved at greater level in correcting Facebook zip level data errors, interface to pull datasets instead of Athena queries, and errors occurring in PROD due to third-party vendor unexpected changes

**Priority 5**

Oncology Brands - Sales Impact and Budget Allocation for HCP Promotion

Description

Support Oncology promotion budget allocation at all levels: brand, tumor, HCP vs consumer, channel and vendor for current and planning years through Channel Investment Allocation and DOMINO.

Support for KEYTRUDA and LENVIMA HCP digital promotion ROI analyses.

Provide ICE team and Oncology Portfolio team with analytical support and consultation regarding testing designs, Crossix HCP promotion measurement, etc.

Category

1 item selected, C. Drive Innovation Enabled by Digital and Data

Due Date

12/31/2022

Details

* Consulted in several work teams created as part of Accelerate objective to advise on measurement plans: workstream 1, workstream 3 and splitters
* Consulted in several measurement plans for Digital Customer Engagement & Innovation team including Equals5 HCP level Facebook data, Demand Base Intent banners with unique keyword strategy to increase Brand Awareness, etc.
* Consulted in two Crossix initiatives for analyzing return on HCP promotion: Paid Search with spend of $2MM and ROI=10:1 and measurement set-up of Non-Targeted Banners (run-of-site) & eNewsletters
* Consulted on creation of Commercial Cost Assumption business rules for Business Development area when reviewing future acquisitions
* Obtained values per vial/Rx and new patient start from Finance and completed IBC case needed for large budget promotional channels
* Managed MMM for HCP Promotion ROI of Keytruda (May22 run & Oct22 run), Lenvima (May22 run) & Lynparza (May22 run) and Contextual Search Measurement using Test vs. Control; Keytruda yielded $797MM in after-tax revenue from $25MM pre-tax spend
* As part of Oncology Domino model, recommended allocation of $676MM promotion budget for 2023 by brand, tumor and HCP vs Consumer. This was the first year to allocate across all brands - KEYTRUDA, LENVIMA alliance, LYNPARZA alliance and WELIREG. Alliance products took research to determine best approach to modelling. LENVIMA model was completed to the same level of detail as KEYTRUDA.
* As part of Channel Investment Allocation Model, allocated $45M KEYTRUDA HCP Digital Promotion budget by tumor and consulted on allocating tumor budget to fourteen HCP Promotion Channels; Recommend tumor budget changes when promotion budget increased/decreased.
* Performed adhoc requests for Oncology like updating channel/vendor betas for KEYTRUDA NBE, Tom Lampron request to understand higher than expected Mar22 sales, kickoff of Agile Development Team (ADT) measurement and confirming Alert ROI through separate Test vs Control method

**Priority 6**

Pharma Brands - Sales Impact and Budget Allocation for HCP Promotion

Description

Measure sales impact & ROI of HCP digital promotion to provide US Pharmaceuticals' Marketing and Sales Leadership with profit-maximizing recommendations to inform current year trade-off decisions and future year planning.

Assist Brand Team and DET with NBE assumptions and campaign planning tool.

Category

1 item selected, C. Drive Innovation Enabled by Digital and Data

Due Date

12/31/2022

Details

* Managed MMM/ROI analysis for Bridion 2023 HCP promotion budget and supported Campaign Planning Tool usage to recommend vendor level spend
* Managed MMM/ROI analysis for Vaxelis 2023 HCP promotion budget and consulted on 2022 budget questions in beginning of the year
* Supported pieces of Verquvo MMM/ROI analysis for annual budget
* Managed Ped Vaccine MMM/ROI analysis with new member from Suman’s team, Shrey Kekre, which involved getting access to data and getting her up-to-speed
* Completed Adherence Curve update with Adheris and Truven as input to NPV update process with Finance
* Completed research of effects of IOS15 upgrade on email engagement counts and impact per email for ROI analyses
* Point person for NBE needs such as betas by channel/vendor and max touchpoints by segment, channel/vendor by brand including refresh of existing products and adding of new products (ex. VAXNEUVANCE, VERQUVO, etc.)
* Managed adhoc analyses using Test vs Control methodology to measure impact of VERQUVO MMF and to validate high revenue/ROI for certain vendors or channels within a brand

Projects 2022

Consultant

* Third-party vendor non-personal promotion onboarding
* Third-party Run-the-Business meeting to consult & be informed of data – identifying & resolving data issues

Consultant – Pharma

* Dificid Measurement planning
* Non-personal promotion KPI Review – Chris Royds
* John Jensen & Josh McGrath project to review non-personal promotion data and tools for standardization

Consultant - Oncology

* Accelerate WS1 and WS3 Measurement Plan
* Splitter Measurement Plan
* Crossix ROS & eNL Measurement Plan
* Equals5 Measurement Plan
* CIA Model
* Keytruda beta update for NBE
* Tom Lampron request to understand Mar22 sales
* Business Development – Commercial Cost Assumption
* Demand Base Measurement

Measurement Review - Oncology

* Keytruda (2 runs), Lenvima & Lynparza ROI for annual budget
* CIA indication scoring model
* Domino model: updates to process, include Lenvima & Lynparza, 2023 annual budget run
* ADT Measurement
* Crossix – Paid Search ROI measurement
* Keytruda Alert measurement through Test vs. Control
* ICE budget changes and where to remove or add spend
* Keytruda NPV and IBC with Finance
* Contextual Search Measurement using Test vs. Control

Measurement Review - Pharma

* DET G9 Adolescent
* Ped Vaccine MMM update with Shreya
* Ped Vaccine MMM first run with Datazymes
* Vaxelis goal planning and ROI for annual budget
* Bridion ROI for annual budget
* Bridion Ideal Freq & Campaign Planning Tool
* Verquvo ROI for annual budget
* Vaxneuvance NBE beta
* Verquvo MMF
* Verifying Vendor ROI through Test vs. Control process
* Adherence update with Adheris & NPV with Finance
* IOS15 research and analysis for effect on email ROI

Datalake support

* Owner of Datalake project
* Organized & performed UAT until completion
* Meeting with vendors to correct data problems (ex. Facebook)
* Provide & check code to pull promotion & sales correctly

People Support

* Shreya Kekre – Promo Optimization processes
* Natasha Co & Miranda Chang for Domino
* Datazymes – Workday, account access, SOWs