**IAIO Team / Senthil Accomplishments - 2023 Year End Review**

**Summary:**

1. **US Oncology**: Led IAIO team to inform $700MM+ of marketing spend through workstreams such as Marketing Mix, ROIs, DOMINO budget allocation, consumer promotion (including TV) optimization and Accelerate measurement strategy. Key brands include Keytruda, Lenvima and Lynparza. Completed campaign level ADT analysis for Keytruda H&N - a new initiative that could scale quickly.
2. **US Vaccines:** Led IAIO team to inform $200MM+ of marketing spend through Marketing Mix, ROI analysis, Investment Optimization (IPF) and DET campaign measurement workstreams for G9 Adolescents, G9 Adults, Vaxneuance, Vaxelis, Proquad, Rotateq and Vaqta. Supported multiple adhoc initiatives such as Crossix net conversion ROIs, DE&I, Vaccine Confidence etc.
3. **US Pharma:** Led IAIO team to inform $100+MM spend through Mkt Mix, ROIs, budget optimization (IPF), DET campaign measurement and coupon design evaluations. Key brands supported: Verquo, Januvua, Sotatracept, Belsomra, Gefapixant, Bridion, Lagevrio, Dificid etc.
4. **Ex-US / G9 Consumer Activation:** Guided and consulted on data needs, measurement methods, model reviews and presentation reviews for Hong Kong, Korea, Vietnam, and China. In the process of planning 2024 Ex-US measurement needs, resources and PromoFIT applications.
5. **Team development:** Delivered 5-day VALUE 2.0 training / course videos for Pune IAIO team and new members of the team. Actively supported knowledge transfer and worked with multiple consultants and new team members to train / guide development and execution of projects such as PromoCON, PromoFIT (Insights, Arena), DOMINO automation, SOP development etc.

**Details:**

**A) US Oncology [Informed ~$700MM+ of Marketing Budget]**

* Led and guided the development and delivery of first cycle of HCP / HCC Marketing Mix and ROI analysis for:
  + Keytruda, Lenvima, Lynparza
  + First ADT Campaign level analysis for Head & Neck tumor.
* Guided implementations and consultations related to Oncology Portfolio Budget Allocation process through DOMINO process [~700MM + annual budget]
* Led and guided the development of one-truth triangulated impact measurements and optimal resource allocations for consumer promotions (including TV)
* Guided development and delivery of various adhoc work streams like triangulation and computations of Crossix Net Conversion based ROIs, measurement methods for Accelerate initiatives, multiple POC and other vendor measurements.

**B) US Vaccines [Informed ~$200MM of Marketing Spend]**

* Led and guided the development and delivery of Marketing Mix and ROI analysis for:
  + G9 Adolescents, G9 Adults, Vaxelis, Proquad, Rotateq, Vaqta
  + Campaign level analysis for G9 Adults.
* Led and guided the delivery and strategic consultations with brand, finance, BU leaders, DET and Media teams to allocate 2023 / 2024 marketing budget optimally.
  + Work streams: IPF for profit planning, adhocs for media planning etc.
  + G9 Adolescents, G9 Adults, Pediatric vaccines, Vaxneuance Adolescents & Adults
* Supported development and delivery of Sales Force Promotion Response Curves for Gardasil and various adhoc work streams like Crossix Net Conversion based ROI analysis, DE&I and Vaccine Confidence initiatives, multiple vendor measurements.

**C) US Pharma [Informed ~$100MM+ of Spend]**

* Led, guided, and enabled IAIO team to deliver Marketing Mix and ROI analysis for:
  + Chronic Care – Verquo, Belsomra, Januvia, Steglatro
  + Hospital / Specialty – Bridion, Lagevrio
* Led and guided the delivery and strategic consultations with brand, finance, BU leaders, DET and Media teams to allocate 2023 / 2024 marketing budget optimally.
  + Work streams: IPF for profit planning, adhocs for portfolio planning etc.
  + Chronic Care – Januvia, Belsomra, Verquo, Chronic Care Portfolio
  + Hospital / Specialty – Dificid, Bridion
* Supported development and delivery of Sales Force Promotion Response Curves to customer optimization team for Belsomra, Verquo, Steglatro, Delstrigo / Pifeltro.
* Led coupon strategy planning and analysis support for
  + Sotatracept, Gefapixant, Lagevrio, Verquo
  + CVS drop off analysis and contracting strategy for Belsomra and Januvia

**D) Ex-US / Gardasil Consumer Activation**

* Guided and consulted on data needs, measurement methods, model reviews and presentation reviews for Hong Kong, Korea, Vietnam, and China.
* [In Progress] Planning Ex-US customer measurement needs, resources needed, team structures to execute impact assessments through PromoFIT platform in 2024.

**E) Team Development**

* VALUE 2.0 Initiative – Trained Pune IAIO team / course videos for other new members on Marketing Mix and Test / Control methods in depth [5-day curriculum].
* Actively supported knowledge transfer and worked with multiple consultants, new team members and internal Merck teams to train / guide development and execution of several projects. Some of them are listed below:
  + SOP development, PromoCON, PromoFIT (Insights, Arena), DOMINO automation, MktMix related tools etc.