Accomplishments draft.

1) Russia – Analysis of Sales Force Impact and Optimal Rep Allocation

* Managed, Executed and Presented optimal SF allocation that maximizes impactable revenue for seven PC and five Specialty Franchises (40 products). Summarized several allocation scenarios that proved to be a valuable guide for the Managing Director and Franchise leaders for SMART Growth implementation.
* Recommendations were largely implemented with a projected value realization of $23MM in one year period after implementation.
* Designed, oversaw and executed thorough analytical approaches for Promotional Response Modeling and Operations Research methods for optimal allocation.
* Collaborated closely with Russia Sales and Marketing teams, commercial analytics teams and Genpact resources. Trained Genpact resources to execute similar projects for other markets.

2) Hong Kong – Analysis of Sales Force Impact and Optimal Rep Allocation

* Designed the solution, guided and managed the execution of SF impact and optimal allocation for seven main products in HK. Recommendations were to be implemented in Q4/2014 and the analysis was highly appreciated by HK Managing Director and the Franchise teams. Projected value realization was about $2.4MM per year.
* Learned and adapted to the complexities of account level data in HK. Collaborated with and trained the Singapore teams on handling and executing such projects.

3) Brazil – Analysis of Sales Force Impact and Optimal Rep Allocation

* Managed resources and executed the SF impact analysis for four SF teams (Diabetes, CV, Bone and Respiratory) with a potential value realization of $4MM if implemented (implementation status is unknown).
* Had a strong collaboration with Brazil analytics team. Recommendations were compared against a separate such analysis done by a local vendor.

4) Budget Optimization Tool

* Trained, conducted QC and provided all the necessary knowledge in terms of analytical approaches, optimization methods, process flow and design for the implementation of BO tool.
* Tool was actively used by US IADS team to provide directions for allocating ~200MM 2015 marketing budget for Diabetes, CV, Respiratory and Zostavax franchises.

5) Big Data Analytics – Lung Cancer Analysis

* Studied highly sparse datasets and executed relevant advanced statistical models from Salford Systems to predict with high accuracy the factors leading to Lung Cancer. Identified profiles of patients likely to develop lung cancer for potential early intervention. Project was sponsored by GHH President Adam Schechter and US Marketing Analytics team

6) Canada – IPad e-Detailing impact and ROI analysis

* Designed, managed and trained the Genpact resources to execute a thorough analytical procedure for IPad CLM impact measurement for Canada (ROI 4:1). Targeting recommendations had a minimal potential value realization of $1MM with opportunities for more. Recommendations provided guidance for 2015 IPad promotional budget allocation for various markets by the MCM team.

7) Animal Health – UIN Rationalization

* Quickly learned the AH business with respect to determining optimal retention of product packages (UIN’s) for various markets for two products (Activyl and Panacur).
* Developed innovative OR problem formulations (Multiple Integer Linear Program) and executed prototypes for UIN rationalization that considered multiple factors like maximal net sales, countries, animal types, package strength, concentration etc.,
* This ongoing project is in the development path and discussions with different markets have started.

8) Other Consulting and Collaboration efforts - Consulted, collaborated and carried out various adhoc analyses for:

* Global MCM teams – IPad promotions: Canada, Australia, Israel, Russia etc.
* Global Call Center teams: Egypt, Turkey, Mexico, Philippines etc.
* SF impact and optimal rep counts for NORDIC countries.
* Various multi-channel best practices and potential impacts.
* SPARTA: provided guidance on analytical methods and measurements

9) Japan – Sales Force Performance Overview

* Managed development of KPIs and portals for understanding the SF performance.

10) Russia – Managed the implementation of Automation processes for SF Impact analysis.

11) Personal development: Learned advanced analytical techniques that are applicable to business through two 2-day courses on “Applied Bayesian Data Analysis” and “Treatment Effects Analysis”.