**EXPERIENCE**

**Investment Analytics and Decision Sciences (IADS – Promotional Optimization) *Merck***

***Coupon, EVoucher, Sample, Voucher and Investment Prioritizations (IPF)***

* Managed, Executed and Presented promotional investments decision support for:
  + - * *Coupons*: Optimal designs and alternate scenarios for Januvia and Belsomra.
      * *EVouchers*: Pilots and national rollouts for Januvia, Belsomra, Steglatro, Sivextro, Dificid and Noxafil.
      * *Samples and Vouchers*: Pilots and Impact analysis for Januvia and Belsomra.
* Coached cross functional IADS team members and guided the analysis of optimal HCP/HCC promotional mix (IPF) for Diabetes, Belsomra, Gardasil, Zostavax and P23.

***Collaboration and Team Development***

* Collaborated extensively with various US Market brand teams, Commercial Legal, Finance, Consumer COE, Operations and Vendors (Datazymes, IQVIA, Symphony, ZS, Alpha 1C etc.) to execute various initiatives.
* Supervised employee, consultants and interns. Coached, mentored, developed and provided necessary resources for them and other IADS team members to complete various promotional optimization projects.
* Presented about copay card practice area in US Marketing Operations and Strategy Realization town hall meeting and to senior leadership members.

***Data, Innovation and Knowledge Management***

* Extensive hands-on experience in working with pharmaceutical datasets such as patient (LAAD, FIA, Symphony, Specialty), physician (XPonent) and promotional datasets (internal systems and vendors).
* Experienced in setting up adequate analytics environments (AWS/R/Python, AWS/SAS/VM/Harddrives) to work on large patient level datasets.
* Designed and helping to develop an easily configurable (XML/SAS) coupon engine to study relationships between copay, abandonment and adherence and support optimal coupon designs.
* Evaluate and learn current trends and technologies through ALC / IIA and PMSA webinars and conferences.