**EXPERIENCE**

**Promotion Optimization / Commercial Investment Optimization *Merck***

***Management***

* Responsible for management of sales impact measurements and guiding optimal marketing budget allocations
  + - * Includes US marketing teams of Oncology, Vaccines, Chronic Care & Hospital & Specialty business units
      * Inform marketing mix and optimal marketing promotion investment of about $900MM+ per year.
      * Lead sales impact analysis of Patient support programs, HCP non-personal and Consumer promotions
* Lead, develop and coach a team of about six employees and several consultants

***Functional Areas of Responsibility***

* **Health Care Provider (HCP) Non-Personal Digital Promotions [~$200MM budget]**
  + - * Measure sales impact / ROI and Provide sales maximizing investment guidance for each vendor & channel of promotions both during profit planning and ongoing planning. Includes key brands and launches of all BUs.
      * Channels include alerts, third party vendor emails, headquarter emails, eDetails, field emails, point of care, display and paid search
      * Help develop omnichannel strategies that maximizes revenue and customer experience
      * ***Oncology:*** Guide $40+MM investment through HCP Non-Personal Marketing Mix and Channel Investment Allocation (CIA) processes.
* **Health Care Consumer (HCC) Digital & Traditional Media Promotions [~$300MM+ budget]**
  + - * Measure sales impact / ROI and Provide sales maximizing investment guidance for consumer channels both during profit planning and ongoing planning. Includes key brands and launches of all BUs.
      * Channels include TV, Display, Online Video, Streaming Video, Social, Paid Search, Print, Point of Care and Adherence programs
      * Guide and verify sales impact and net conversions from Crossix, point of care and adherence channel vendors
      * ***Oncology:*** Guide $200+MM consumer media investments through Marketing Mix, Adhoc analysis, Pilot design and measurements and Promotion Response curves. Includes high priority TV investments.
* **Patient Support Programs [~$200MM+ spend]**
  + - * Design, Evaluate and Guide promotional investment decisions for Coupons, EVouchers, Samples and Vouchers of Key brands within Chronic Care and Hospital Specialty BUs.
* **Strategic Initiatives**
  + - * Next Best Engagement (NBE) – Core member from inception to implementation of multiple brand NBEs. Guide max digital touchpoints and model development by ZS.
      * DOMINO – Conceptualized, designed and implemented budget allocation process for Oncology [$600+MM]
      * Health Map – Guide net conversion analysis for consumer promotions using consumer level media exposures
      * Content Hyper Personalization – Predict the value of content personalization to business.
      * Support adhoc analyses. Ex: Accelerate, Business Development, Vaccine Confidence, Tumor pilots etc.
* **Data**
  + - * Extensive hands-on experience in working with wide variety of pharmaceutical datasets
      * Understand the utility and use vast varieties of data sources both in Oncology and other BUs.

***Collaboration***

* Part of multiple Agile collaboration teams.
* Collaborate extensively with internal teams such as US Market brand teams, Digital Engagement [DET], Media, Strategy Realization, Market Research, NBE, Commercial Legal, Finance, US Operations, IT, Contract Optimization, Customer Engagement Optimization, Targeting etc.
* Manage and/or collaborate with vendors such as Datazymes, Crossix, Initiative, Solved, IQVIA, Symphony, ZS etc.) to execute various initiatives.