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Recruiting Manager Senthil Murugan

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Dear Recruiting Manager:

I am writing to express my strong interest in leading Commercial Insights and Analytics for Specialty BU as a Senior Director.

I have more than two decades of work experience in pharmaceutical sales and marketing related analytics. I currently work for Merck Pharmaceuticals for the past 15 years. As a Director for 7+ years, I lead the Impact Assessment and Investment Optimization team under Data Science / Commercial Analytics Solutions organization.

*Functional areas of expertise*:

My stakeholders identify key strength as my subject matter expertise in quickly identifying the business questions and deliver analytical insights through relevant analytical approaches.

My team’s responsibility and my extensive experience include informing optimal mix of wide range of HCP and HCC promotional channels and strategies for multiple brands within all four US business units: oncology, vaccines, chronic care, and hospital / specialty. Analysis involved are marketing mix models, promotional responses, ROIs, channel investment optimization, designing pilots / experiments and Test/Control measurements.

My team also helps to design and evaluate patient support programs and is a part of multiple strategic initiatives. We are deeply involved in developing omnichannel strategies and guide development and execution of digital campaigns by providing relevant advanced analytics and insights.

I have hands-on experience with delivering reports, market access analytics, call planning, sales force sizing and identified/used relevant physician and patient level data sources for multiple franchises of multiple pharmaceutical manufacturers. These include Schering-Plough, FDA, Pfizer, GSK, Bristol Myers, J&J, AZ, Abbott, Roche, Wyeth, Sanofi-Aventis etc. I collaborate with Market Research and Forecasting teams extensively and have a good understanding of their needs and processes.

*Leadership / Management*:

Demonstrated 7+ years of experience in influencing and collaborating with Senior Commercial BU leadership of all Merck BUs, US Chief Marketing Officer and US Finance leaders. Through subject matter expertise and collaborative approach, my team has gained a high level of trust and confidence from our stakeholders. This allows us to directly influence more than $1.1 Billion of marketing budgets per year.

I manage, mentor, coach, and review performances of around six highly talented employees and several consultants. I am adept in setting up, hiring and organizing teams. I develop and frequently communicate clear goals and track them to ensure success. I train, inspire, and motivate the team to deliver results by primarily listening and supporting individual needs.

My team and I collaborate extensively with many internal teams across all business units and departments as well as several vendors to deliver our work. Much of these are achieved through identifying and managing team budgets and resources efficiently.

Most recently, I helped to setup, hire and train Offshore Merck team in Pune, India

*Innovations & Initiatives*:

In collaboration with ZS, from its inception, I have been a key member of small core team that guided, designed, implemented, and expanded Next Best Engagement (NBE) for omnichannel deployment. Similarly, I initially conceived the ideas, designed, and actively participated in the development of Oncology Marketing Budget allocation process that now serves as the critical budget planning tool for Oncology promotions. The Investment Prioritization Framework that I helped conceive and develop many years ago still serves as primary budget guidance and optimization tool for business units.

*Education and Publications*:

I received my MS in Engineering from Indian Institute of Technology Madras, India. This is one of the top engineering schools in India and is highly selective. I also received another MS in Data Mining from Central Connecticut State University. I have initiated several projects that have solid business impact and presented key findings through industry conferences such as PMSA and PBIRG conferences (five papers/presentations).

I am confident that my subject matter expertise, leadership and team management, hands-on work experience, collaboration and communication skills could make a significant contribution to the team and help me to adapt fast and be an effective team leader and contributor.

Thank you for your time and consideration.

Regards,

Senthil Murugan