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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 Data Science for Oncology as a Senior Director.

I have about 25 years of work experience with 23 years in pharmaceutical sales and marketing related analytics. Currently, with Merck Pharmaceuticals as a Director, I lead the Impact Assessment and Investment Optimization team under Data Science / Commercial Analytics Solutions organization. I manage, mentor and coach between four to six highly talented employees and several consultants. I take a hands-on approach to problem solving and get involved in data processing, modeling, presentation and strategic consulting with our Sales and Marketing stakeholders.

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. My team also helps to design and evaluate patient support programs and is a part of multiple strategic 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. I have a strong understanding of its operations and have developed and vetted multiple core algorithms and ideas within NBE. 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. This process combines many unknowns with measured sales impacts through multiple processes and allocates marketing budgets at various levels. 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 other than Oncology.

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.

My years of hands-on work experience with relevant patient and physician level data, wide variety of modeling techniques and knowledge of their application to a given business question and promotional channel will be a great asset to guide and develop commercial investment strategies with confidence. I am a quick learner and can adapt to the needs of the organization quickly.

In my previous role (EICC IT) I supported global sales and marketing. I worked extensively with several Global Human Health country teams, regional IT teams, vendors and Global Finance organizations. I have also worked with Animal Health and Manufacturing teams on select projects.

At Schering Plough, in addition to promotional response analysis, I was primarily responsible for sales force design, sizing, targeting, and rolling out call plans for several field forces. Before joining Schering Plough, I worked with clients from many of the top pharmaceutical organizations in US. These include FDA, Pfizer, GSK, Bristol Myers, J&J, AZ, Abbott, Roche, Wyeth, Sanofi-Aventis etc. The engagements included field force analytics, optimal mix of HCP and HCC promotions and varieties of patient level data analysis to inform investment choices.

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.

I am confident that my innovative approaches to problem solving, keen interest in informing optimal investment strategies, 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