Senthil joined commercial analytics and decision sciences group at Merck in 2008. He supported US Sales and Marketing teams in GHH. Main focus of his work involved in determining optimal investments, resources, strategies and ROIs for various sales force and marketing initiatives. Before joining Merck, Senthil spent about 10 years as a management consultant with a focus on pharmaceutical sales and marketing analytics. He has provided guidance for most of the top 20 pharmaceuticals and few mid-sized pharmaceuticals. Senthil joined EICC – Go to Market team a couple of years ago. Currently he consults and works with global markets and applies various advanced analytical methods used in US to other markets.

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