



# Nitish Kandari

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## Summary

Strategy & analytics leader with 10+ years of experience in consumer goods, retail and healthcare. Expert in marketing, growth, CRM and digital transformation and proven success in driving revenue, user engagement & cross-functional strategy in APAC.

## Professional Experience

### Manager | Abbott Healthcare | Mumbai

- Generated an incremental monthly revenue of INR 30 lakhs for the Child Nutrition category by driving a repeat purchase from 25K monthly active users on the Abbott Loyalty Program at 15% conversion
- Tailored an SKU-based loyalty program to promote larger SKU and upgraded 8% of the 25K active users from 400GM to 1KG
- Partnered with JioMart for DTC sales channel in 19K pin codes covering 60K mothers as new monthly leads and provided the convenience of same-day delivery to encourage next-purchase with a conversion of 8%, 4x the industry benchmark of 2%
- Influenced the purchase decision through targeted 'Refill the Pack' WhatsApp notifications and drove 12K users per month (3x average traffic) on the brand pages of e-commerce partners
- Defended against an 11% YOY decline in sales of the Adult Nutrition category in West Bengal, the highest contributor to the INR 530 Cr in national outlet sales with a 15% share, by orchestrating the geo-specific efforts of field force and media teams
- Built partnership with Blinkit, TATA 1mg, and BeatO to implement data-driven targeted sampling for Type 1 and 2 diabetes patients, achieving a 9% conversion on 13K monthly new trialists and a 590% ROI by minimising lead acquisition costs in underperforming towns
- Boosted consumer engagement through a dietician-driven sales strategy paired with a digital ad campaign on 'Muscle Strength Loss,' generating INR 16 lakhs in incremental quarterly sales in key towns
- Realigned the field force in 6 growing towns covering additional ~350 key physicians, ensuring continued growth and higher penetration
- Designed the data analytics charter for 7 Asia-Pacific markets to build coherent data systems and increase data usability
- Improved cost efficiencies (saving \$500K in annual storage cost) by archiving the outdated 9M data records (or 12GB)
- Promoted data literacy among the CRM heads of the markets through communicating gaps in reported KPIs (acquired & retained users, purchase behaviour, etc.) and resolving calculation errors on data set for 160K monthly active users with ~\$3M in revenue

### Associate Manager | Accenture Solutions | Mumbai

- Built and led analytics-driven marketing solutions for HCP engagement and prescription growth for GSK in their Respiratory TA across 6 markets in Europe and equipped the brand teams with analytics insights to grow their market share
- Generated 9% YOY incremental prescriptions-driven revenue and improved the face-to-face engagement time of the field force with the Pulmonologists from 2 to 2.5 minutes by aligning the digital campaigns with their identified channel affinity
- Saved ~£350K in annual production cost of the unutilised digital content designs like video, infographics, etc., by a measurement of its engagement time; the optimisation allowed scoping of 2 new markets under the content management team with the same headcounts
- Empowered 12 brand teams with omnichannel engagement insights by integrating data streams for five marketing channels
- Secured a fast-tracked promotion in 2.5 years; first hire of the team and helped scale it to over 30 analysts and lead 8 of them

### Decision Analytics Associate Consultant | ZS Associates | Gurugram

- Led 25+ Sales Force Effectiveness projects for healthcare clients like GSK, Eli Lilly, Pfizer, and Roche, optimizing go-to-market strategies and refocusing on key Healthcare Professionals and hospital accounts to boost market share
- Reduced sales disruption by ~30% through cross-functional collaboration during M&A integration, streamlining large-scale sales force operations, territory design and placements
- Spearheaded rollouts in the USA and EU with ~70 key stakeholder and directed delivery engagements of Sales Strategy
- Served as key liaison with 20+ counterparts in US and UK, while managing a team of 5 associates in India over 4 years.

## Education

**B.Tech - National Institute of Technology (MNIT), Jaipur | India**

## Extra-Curriculars

- Trained actor of three years with national-level theatre participations
- Selected for the position of Head and Advisory of Cultural Events at the annual festivals of MNIT, Jaipur
- Led the hockey teams at the district level and CBSE North Zone tournaments