



Rohitanshu Kar

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Summary

Consulting and strategy professional with ~6 years of experience in the healthcare and life sciences sectors. Proven success in advising F500 companies on strategic planning, data-driven decision-making, and large-scale business transformation. Skilled in cross-functional collaboration to align business goals with actionable insights, driving measurable and sustainable outcomes.

Professional Experience

Senior Associate Consultant | Eli Lilly and Company | Bengaluru, India

- Played a foundational role in setting up the Cardio-Metabolic Health division within the Next-Best-Action and Next-Best-Engagement programme, acting as the sole executional resource in early phases and collaborating closely with the vendor partner
- Led execution in several of ~20 Omnichannel Enhancement Sprints and ~3 Configuration Sprints, spanning both insight design and system-level improvements within the Next-Best-Action and Next-Best-Engagement programme for blockbuster drugs like Mounjaro, Zepbound, and Jardiance
- Responsible for weekly operations and implementation of Lilly's Cardio-Metabolic Health suggestions and insights, generating 2,00,000+ insights and 25,000+ suggestions for multiple blockbuster drugs, delivered to Health Care Providers across the U.S.
- Core team member of the Bright Spot Analysis initiative for the Neuroscience division, enabling Dynamic Targeting Capabilities (DCT) for the division by bringing call planning, field suggestions and third-party touchpoints on a single, cohesive platform
- Core member of the newly established OmniPod, which was primarily focused on Dynamic Targeting and Omnichannel Operations, driving agile delivery, stakeholder engagement, and innovation strategy for scalable, high-quality execution
- Onboarded and trained more than 15 team members (Associates, Associate Consultants, and Senior Associate Consultants) across Enhancement and Configuration Sprints, equipping them with technical and business knowledge of the Cardio-Metabolic Health division to ensure effective project contribution

Associate Consultant | Eli Lilly and Company | Bengaluru, India

- Among the first hires in the newly formed Global Omnichannel Strategy & Operations team at Eli Lilly and Company India, contributing to foundational strategy design and execution
- Played a foundational role in setting up the Cardio-Metabolic Health division within the Next-Best-Action and Next-Best-Engagement programme, acting as the sole executional resource in early phases and collaborating closely with the vendor partner
- Responsible for weekly operations and implementation of Lilly's Cardio-Metabolic Health suggestions and insights, generating 2,00,000+ insights and 25,000+ suggestions for multiple blockbuster drugs, delivered to Health Care Providers across the United States
- Engineered and deployed an interactive Power BI multi-channel dashboard integrating more than 10 data sources to track acceptance and dismissals of weekly suggestions and insights, enhancing visibility into campaign performance and enabling a significant uplift in actionable insight adoption

Knowledge Analyst | Boston Consulting Group (BCG) | Gurugram, India

- Member of the Boston Consulting Group's Health Care Centre of Excellence in India, supporting consulting case teams with tailored knowledge assets and expert advisory to drive impactful outcomes on healthcare projects
- Operationalized and automated weekly and monthly executive reports covering data from numerous M&A deals in the Biopharma and MedTech verticals, integrating 15+ datasets and significantly reducing manual effort and operational time
- Contributed to the streamlining and operationalization of a Healthcare Outcomes Database, focused on implementing a structured Value-Based Health Care (VBHC) framework to define outcome-driven metrics for improved healthcare delivery
- Supported strategic planning by delivering market insights and competitive analysis to senior leadership, leveraging databases such as Capital IQ, Euromonitor, Evaluate Pharma, and others to inform high-impact, data-driven decisions on market positioning
- Developed proprietary knowledge assets and advisory research products on Telemedicine in India, which were subsequently leveraged in consulting cases to deliver tailored insights and client-specific solutions

Business Operations Associate | ZS Associates | Pune, India

- Engaged directly with senior leadership of global pharmaceutical clients to re-engineer information strategy, leveraging both qualitative and quantitative capabilities to distill complex data into actionable insights that supported short-term optimizations and long-term strategic decision-making
- Led a strategically critical omnichannel marketing engagement for a global pharmaceutical client as the primary India-based point of contact, driving stakeholder alignment, end-to-end execution, and delivery of high-impact solutions; also onboarded and mentored 2 Associates to strengthen long-term project capacity
- Engineered and established omnichannel sales and marketing capabilities for the world's largest hotel franchisor (9,100+ locations), delivering qualitative and quantitative insights to inform commercial strategy and customer-centric engagement recommendations

- Spearheaded an omnichannel pilot program for a F50 global pharmaceutical client across five U.S. territories, managing end-to-end planning and execution; achieved more than 85% HCP adoption and market traction, leading to expansion across the full product portfolio after initial brand success

Education

Bachelor of Technology – *Vellore Institute of Technology, Vellore* | *India*

Accomplishments

- Recognized by Eli Lilly and Company for excellence in Omnichannel Pirtobrutinib launch strategy and execution
- Awarded by Eli Lilly and Company for excellence in Omnichannel engagement and dynamic targeting strategies
- Received Q4 2022 RISE Award from Eli Lilly and Company for outstanding performance and impact
- Awarded the Special Achiever Award by VIT University, Vellore for exceptional extracurricular accomplishments

Extra-Curriculars

- Serving as the Vertical Head – Consulting in IIM Ahmedabad's PGPX 2025-26 Placement Committee, leading consulting recruitment efforts for the 20th batch of the flagship one-year full-time residential MBA programme
- Team Lead at the Post-Production Team at Qrius, a leading digital magazine that focuses on publishing high-quality articles and opinion pieces on business and economics, policy, politics, culture, foreign affairs, and more
- Published a research paper titled Feminization of Poverty in India, selected for oral presentation at the World Summit on Advances in Science, Engineering, and Technology 2018, held at the University of Cambridge, United Kingdom
- Recognized as a Top 1% Mentor on Topmate.io; actively provide personalized mentorship and career guidance across multiple platforms, supporting early-career professionals and students in their professional development