



Jagot Singh

E-Mail: x26jagjots@iima.ac.in Mobile: +91 7379975070 LinkedIn: www.linkedin.com/in/jagot-singh-a97979166

Summary

Commercial Strategy professional with 5.5+ years of consulting experience at ZS Associates, driving high-impact Go-To-Market strategies, field force optimization, market segmentation and omnichannel dynamic targeting for the world's largest pharmaceutical enterprise (Fortune 50). Proven expertise in leading cross-functional, global teams to optimize multi-million-dollar client engagements and deploy ML-powered architectures that drove ~\$870M in incremental US Sales. Results driven mindset with strong analytical thinking and ability to translate complex data analytics into boardroom-ready insights.

Professional Experience

Consultant – Business Technology | ZS Associates | Pune

Associate Consultant – Business Technology | ZS Associates | Pune

Associate – Business Technology | ZS Associates | Pune

- Led two cross-functional teams of 14+ across India–US geographies, spearheading customer engagement operations and omnichannel GTM strategies for a Fortune 50 pharma client spanning 30+ drug brands and ~7,000 field representatives
- Managed senior client relationships with 15+ Director/Associate Director stakeholders across 7 TAs (Oncology, Neuroscience, Immunology, and others), retaining and expanding a ~\$3.5M annual engagement through consistent delivery excellence.
- Designed and operationalized call planning strategies, for targeting doctors and hospital accounts for sales promotion of various blockbuster drug brands.
- Owned end-to-end strategy and delivery of a pharma-wide ML-based field suggestion platform for the client's flagship Oncology franchise, translating complex targeting algorithms into actionable rep-level recommendations at scale.
- Drove ~\$870M in incremental revenue (~1% uplift in annual US sales) through deployment of ML based targeting and first purchase trigger signals to identify new high potential prescribers for Multiple Myeloma portfolio, client's biggest therapy area by revenue.
- Leveraged data analytics to create insights and diagnostic decks featuring key performance indicators (KPIs), enabling informed decision-making for client leadership to optimize field force deployment.
- Spearheaded commercial analytics for numerous drug launches and multiple field force restructurings across TAs, ensuring targeting, alignment, and call planning infrastructure was production-ready at market entry.
- Led proposal development (RFPs) and scoping for new client engagements, including financial feasibility analysis, data requirement mapping, and preparing executive presentation materials along with Statements of Work (SOWs), directly supporting \$2M+ in engagement wins.
- Worked across multiple field force optimization projects for 7 TAs across 30+ brands in areas like omnichannel call planning, sizing, dynamic targeting, alignment, roster, segmentation, marketing mix, etc.
- Closed a critical field intelligence gap by embedding HCP accessibility feedback within the existing call planning tool (JCPM) replacing scattered district-level offline inputs with a single real-time data stream to eliminate field visits to inaccessible physicians, and reallocating ~13K annual calls to high-potential accessible HCPs, recovering an estimated \$2-2.5M in field force cost.
- Led a team for DS-based competitive threat prediction model for the Multiple Myeloma CAR-T portfolio (~\$4 BN US market), using HCP prescribing behaviour, patient journey characteristics, and therapy-line progression signals to identify oncologists at risk of routing patients to clients' competitor product. Enabled pre-emptive commercial intervention across 100+ at-risk prescribers, protecting an estimated \$50-60M in annual revenue.
- Championed the client-wide shift from static quarterly call plans to dynamic, data-driven targeting, reducing targeting latency and improving HCP coverage accuracy, with field reps receiving real-time updated priorities.
- Established a closed-loop HCP accessibility feedback system within the field call planning infrastructure on a ZS native platform, enabling real-time rep-level signals to continuously refine targeting accuracy, reduce wasted field effort on inaccessible physicians, and enrich data inputs for downstream ML models.
- Automated data pipelines and quality assurance workflows using SQL, Airflow, and R - reducing quarterly processing time by 150+ hours and cutting reporting cycle timelines by ~40%.
- Designed multiple firm-wide initiatives including call planning and commercial analytics, R, SQL, Javelin, Excel, and PowerPoint training sessions for newly onboarded consultants, building institutional knowledge and reducing team ramp-up time for client-facing delivery roles.
- Led the migration of multiple client-facing platforms to ZAIDYN (ZS's new cloud-based AI ecosystem), improving delivery efficiency, and enabling real-time decision support for field leadership.
- Built team capability through structured mentorship of 15+ Associates and 4 Associate Consultants, designing and delivering call planning training curricula while upholding the highest quality standards for regular deliverables.

Education

Bachelor of Engineering (Chemical Engineering), MS Ramaiah Institute of Technology (MSRIT) | Bangalore

Accomplishments and Awards

- **Client Champion' Award [2025]:** Recognized by leadership for delivering exceptional impact on a high-stakes client engagement (n=2/450+)
- **Onshore Client Enablement [2025]:** Chosen to lead onshore sessions by travelling to Princeton, US (1st time for an Associate Consultant in the team), facilitating brainstorming and training sessions for onboarding a 15+ member client team to a newly transitioned platform.
- **Excellent Performance Ratings [2024-2025]:** Received 'Ahead of Expectations' rating (Top 5% of the firm) in last 6 consecutive performance review quarters. Even got fast track promotion recommendations during both the promotions.
- **Collaboration Recognition' Award [2024]:** Recognized by leadership for top quality client deliverables and extra ordinary collaboration with all stakeholders to deliver as a team.
- **Impact Recognition' Award [2023]:** Awarded for delivering exceptional impact on the project, consistently exceeding client expectations with 100% quality performance.
- **Deep Domain Expert' Award [2021]:** Recognized by leadership for outstanding performance across multiple teams within the client space (n=4/150+)
- **Phenomenal Upward Performance Ratings (From Juniors):** Received outstanding ratings and comments from juniors in the team underscoring the impact created on their growth.

License & Certifications

McKinsey.org Forward Program

Excel Skills for Business: Advanced - Macquarie University

Pre-MBA Statistics - IIM Ahmedabad

Co/Extra-curricular

- Entrepreneurship & Venture Capital Club **Cell Head** – Events, IIM Ahmedabad (2026 – Present)
- Elected **Core Team Head** (Logistics & Finance) of Entrepreneurship Development Centre (EDC) in College (Aug 2019 – July 2020)
- Elected **Secondary Core Team Head** (Logistics & Finance) of EDC in College (Aug 2018 – July 2019)
- College Wrestling & Powerlifting Team Member (Won a **Gold Medal** in Inter-College Wrestling Tournament)
- College Branch Kabaddi Team Member (Won a **Gold Medal** in Intra-College Kabaddi Tournament)
- Office Cricket tournament – Won the 'Best bowler' award for taking highest number of wickets with least economy
- Member of ZS Cares team – Worked multiple times for the 'Teach for India Activity' in tandem with 'iTeach schools' to create a strong impact by guiding the students in many brainstorming yet exciting problem-solving activities to ultimately improve upon their Communication, Collaborative, Creativity, and Critical thinking skills.