



# Millind Agarwal

E-Mail: [x25millinda@iima.ac.in](mailto:x25millinda@iima.ac.in) Mobile: +91 7503332183 LinkedIn: [www.linkedin.com/in/millind-agarwal](https://www.linkedin.com/in/millind-agarwal)

## Summary

A high-impact Consultant with 4.5 years of experience in commercial advance analytics within the pharmaceutical and life sciences sectors. Adept at driving innovation, leading and mentoring high-performing teams. I am augmenting my leadership with business acumen to contribute to the thriving start-up ecosystem.

## Professional Experience

### Decision Analytics Consultant | ZS Associates | New Delhi

- Senior consultant within Commercial Analytics and Insights Team focusing on oncology space and emerging pharmaceutical clients.
- Developed 'go-to-market strategies' for a new pharmaceutical company based in Europe to establish them as market leaders in Spain, France, and Italy by leveraging VBA-based internal ZS tools for analysis and R, python for data processing.
- Conducted Sales Rep Interviews for a portfolio sizing analysis using a combination of workload build-up and profit maximization to optimize sales force reporting structures to ensure maximum overlap across product portfolios, resulting in 25% efficiency in budget.
- Improved the sales force size by 25% resulting in a combined headcount reduction of 30 reps.
- Navigated the post-COVID landscape, addressing client inquiries regarding the transition of promotional mediums from sales representatives to digital channels and social media.
- Led the development of a novel omnichannel analytics framework, bridging the analytical gap between traditional marketing mix strategies and modern tactic sequencing for omnichannel marketing framework.
- Used Marketing Mix Framework to evaluate cannibalization and halo effect of two products in a portfolio with different entry dates in the market for an emerging pharma client.
- Assisted 10+ large pharma clients in boosting top-line and bottom-line growth through marketing mix optimization resulting in 10% YoY growth of products within the oncology market.
- Instrumental in business analysis for developing internal tools like Placement Planner and Promo Planner, now widely used across the organization.
- Successfully managed multiple projects concurrently with teams of four or more members for each engagement.

### Research Intern | 9.9 Insights | New Delhi

- Conducted in-depth market research analysis for emerging markets, collaborating with Albright Stonebridge Group.
- Responsible for pushing regular financial updates to 9.9 Insights clients using market research and Bloomberg, which increased the click-through rate on pushed emails by 10% through collaboration with senior consultants.
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## Education

BTech (ECE) – *Vellore Institute of Technology, Vellore* | Vellore

## Accomplishments

- Elected to the inaugural Student Legislative Council, actively responsible in high-level policymaking, budget allocation, and designing the foundational governance framework for the entire student body
- Recipient of the InGenius Award for building an SQL-based application that significantly enhanced resource allocation and visual representation of resources, optimizing operational efficiency
- Recognized by ZS shareholder council for leading the development of a sophisticated predictive model for Tactic Sequencing
- Elected as the Vice President of the Debate Society at VIT Vellore in 2019, leading a team of passionate individuals, organizing workshops, conducting training sessions, and managing finances

## Certifications

- CMDO Certification Course, ZS Associates
- Goethe-Zertifikat A2 Fit in Deutsch 2, Max Mueller Bhavan

## Extra-Curriculars

- Led the Associate Bootcamp for onboarding new recruits for ZS associates, conducting mentor sessions, and serving on the judge panel in collaboration with the HR Learning team
- Represented VIT Vellore at the Worlds University Debating Championship 2020 in Thailand, finishing among the top 50 teams across 70 different nations
- Participated in ZS Cares Initiative as a mentor for underprivileged school students for project showcase