



Nidhi Pathak

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Summary

Consulting and strategy professional with ~7 years of experience. Led Strategy and Commercial Excellence projects at J&J India driving market and portfolio strategy aimed at GTM, pricing and access across Southeast Asia and India. Formerly, as a Strategy Consultant at ZS Associates, led analytics-driven consulting engagements for Fortune 500 clients - specializing in demand forecasting, portfolio optimization, and strategic decision-making.

Professional Experience

Strategy and Commercial Excellence | J&J Innovative Medicine | Mumbai

- Built sales productivity dashboards and commercial analytics solutions across 30+ sales reps in 20+ regions, improving revenue per rep by 30%+, reducing manual reporting by 25%, strengthening data quality to 100%, and enabling incentive redesign that drove nearly 100% target attainment.
- Designed a market opportunity assessment model spanning 180+ cities, 9 therapy areas, and 7 brands to support ₹100 Mn+ portfolio forecasting, GTM planning, and sales force deployment, resulting in the addition of 5 strategic headcounts.
- Led forecasting transformation by replacing legacy processes, delivering \$500K in annual savings and ~5 FTE productivity gains, while building hospital potential tracking and customer segmentation frameworks that informed commercial strategy and repositioned 3 major brands across 500+ customers.
- Developed 5+ pricing and market access business cases using price–revenue elasticity modelling to optimize pricing, patient assistance programs, and discount strategies, while preparing executive presentations across six forecasting cycles for India and Southeast Asia portfolio planning.
- Managed cross-functional initiatives involving 20+ stakeholders across commercial, finance, regulatory, medical, compliance, and external partners; mentored 4 team members and led strategic research projects on loss of exclusivity, oncology market evolution, and forecasting model enhancement through primary market research.

Decision Analytics Consultant | ZS Associates | Pune

- Led strategic analytics and business development engagements for 12+ global life sciences clients across the US, Europe, APAC, and emerging markets, supporting \$1.5–2M in consulting opportunities.
- Advised Fortune 500 pharmaceutical companies on enterprise forecasting transformation and commercial strategy, spanning forecasting, pricing, portfolio strategy, market access, customer targeting, and next-generation planning capabilities.
- Built forecasting, market share, competitive intelligence, epidemiology, patient-flow, and market sizing models supporting pharmaceutical brands generating \$2M–10B in annual revenue, informing launch strategies and portfolio decisions.
- Developed commercial effectiveness solutions including customer segmentation, salesforce sizing, territory alignment, and omnichannel engagement strategies to optimize resource allocation, customer targeting, and promotional effectiveness.
- Managed cross-functional global teams and relationships with 20+ client stakeholders, delivering executive-ready strategic recommendations while driving proposal development, opportunity assessments, and client presentations for business growth.

Decision Analytics Associate Consultant | ZS Associates | Pune

- Quantified the impact of major market events and commercial interventions, including COVID-19 disruptions, media campaigns and targeting strategy changes across company portfolios exceeding \$150M in annual revenue.
- Led resource allocation and budget planning initiatives supporting commercial programs valued at over \$3-4M.
- Led project management activities including work planning, stakeholder communication, risk mitigation and milestone tracking across multiple client engagements.
- Managed onboarding and capability-building initiatives for 30+ new hires across Pune and Gurgaon teams, redesigning training processes and reducing onboarding costs by 50%.
Supervised and mentored associates across multiple engagements, improving delivery quality, analytical rigor and project efficiency.

Decision Analytics Associate | ZS Associates | Pune

- Built 10+ forecasting and portfolio optimization models for leading global life sciences companies, supporting commercial planning and investment decisions.

- Developed demand forecasting, market share and competitive intelligence models using large-scale healthcare datasets.
- Automated data ingestion and transformation workflows using SQL, reducing processing time by 70% and improving analytical efficiency.
- Developed automated reporting and analytics solutions that improved data accessibility and reduced turnaround times for business stakeholders.
- Standardized forecasting and analytical methodologies across engagements, improving consistency, scalability and delivery efficiency.

Education

B.Tech. (Production and Industrial Engineering) – MNNIT, Allahabad | *Prayagraj*

Accomplishments and Awards

- Promotions fast-tracked twice – Associate to Associate Consultant, Associate Consultant to Consultant at ZS Associates
- Awarded the entry scholarship at IIM Ahmedabad, PGPM programme
- Awarded the academic scholarship for three consecutive years at MNNIT Allahabad for being in the top 5 students, basis cumulative percentages in the department
- Innovation Excellence Award for revamping opportunity assessment and business case modelling at J&J India
- 2 J&J Inspire Awards for introducing efficient methods of competitive modelling and forecast development
- Awarded for coordinating, facilitating and planning the SouthEast Asia and India Commercial Excellence and Strategy Meeting for 30+ employees spread over 3 days
- Client Delight Award for 2 consecutive years at ZS Associates for building outstanding client relationships
- Learning Trailblazer Award at ZS Associates for mastering various modelling platforms and knowledge sharing with team

License & Certifications

- Introduction to Probability and Data with R
- Lean Six Sigma Green Belt with GenAI

Co/Extra-curricular

- Serving as the Vertical Head – Consulting in IIM Ahmedabad's PGPM 2026-27 Placement Committee, leading consulting recruitment efforts for the 21st batch of the flagship one-year full-time residential MBA programme
- 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.
- Served as the Training and Placement Representative for MNNIT Allahabad 2018-19 Placement Committee, leading recruitment efforts for the batch.
- Recipient of Memory Grandmaster Award at a national level, demonstrating exceptional cognitive performance.