



Nidhi Pathak

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Summary

Strategy, Consulting & Digital Transformation Leader with ~7 years of experience driving growth, commercial excellence and technology-enabled business transformation. Proven expertise in GTM execution, product strategy, portfolio optimization and pricing. Led cross-functional teams, collaborated with senior stakeholders, and leveraged data-driven analytics to deliver high-impact business outcomes across global markets.

Professional Experience

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

Apr'24 – Apr'26

- Built sales productivity and performance dashboards tracking key commercial KPIs across 30+ sales representatives in 20+ regions, improving revenue per representative by 30%+, **reducing manual reporting by 25%**, and supporting incentive redesign that enabled nearly **100% target attainment**.
- Developed sales analytics and enablement solutions by identifying territory productivity gaps and business needs, strengthening data quality to 100%, and delivering commercial insights to 30+ sales representatives and 10+ managers; conducted training workshops that **accelerated adoption across 7+ brands**.
- Designed a market opportunity assessment model covering 180+ cities, 9 therapy areas and 7 brands to identify market opportunities and support ₹100 Mn+ portfolio forecasting, GTM planning and sales force deployment, leading to the **addition of 5 strategic headcounts**.
- Led transformation of the forecasting process by replacing legacy systems, delivering **\$500K in annual savings** and approximately **5 FTE productivity gains** while improving forecasting robustness.
- Built commercial analytics frameworks, including hospital potential tracking across 150+ hospitals and customer segmentation models that generated customer insights, informed brand strategy, **accelerated customer acquisition 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 across 3 brands.
- Prepared executive **presentations for 6 forecasting cycles**, translating commercial and analytical insights into strategic narratives for India and Southeast Asia portfolio planning.
- Managed cross-functional initiatives involving 20+ stakeholders across commercial, finance, regulatory, medical, compliance and external consulting partners; **mentored 4 team members and led 3 strategic research projects** covering loss of exclusivity, market evolution and forecasting model enhancement through primary market research.

Decision Analytics Consultant | ZS Associates | Pune

Jul'23 – Apr'24

- Led strategic, analytics-driven consulting 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 companies on enterprise forecasting transformation, commercial strategy and next-generation planning capabilities spanning forecasting, pricing, portfolio strategy, market access, customer targeting and commercialization.
- Built forecasting, market share, competitive intelligence, epidemiology, patient-flow and market sizing models **supporting brands generating \$2M–10B in annual revenue** and identifying growth opportunities.
- Developed commercial effectiveness solutions including customer segmentation, targeting, salesforce sizing, territory alignment and omnichannel engagement strategies to optimize resource allocation and customer interactions.
- Supported **product launches and commercialization planning** across multiple therapeutic areas by defining target consumer segments and planning sales representative deployment for global product portfolios.
- Supported **portfolio optimization and lifecycle management** across multiple therapeutic areas, translating market and customer insights into commercial planning.
- Managed cross-functional project teams and relationships with **20+ client stakeholders** across strategy, forecasting, analytics and commercial functions, delivering executive-ready recommendations under aggressive timelines.
- Drove business development** through proposal creation, opportunity assessments and executive presentations, translating complex analyses into actionable strategic decisions.

Decision Analytics Associate Consultant | ZS Associates | Pune

Jul'21 – Jun'23

- Led **project management activities** including work planning, stakeholder communication, risk mitigation and milestone tracking across multiple client engagements.
- 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.

- 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

Apr'19 – Jun'21

- 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 datasets.
- **Automated data ingestion and transformation workflows**, 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) – Motilal Nehru National Institute of Technology Allahabad |Prayagraj

Accomplishments and Awards

- Promotions fast-tracked twice for exemplary performance: Associate to Associate Consultant and Associate Consultant to Consultant at ZS Associates.
- Awarded the entry scholarship at IIM Ahmedabad, PGPX programme.
- Awarded the academic scholarship for three consecutive years at MNNIT Allahabad for being among the top 5 students based on cumulative percentages in the department.
- Received the Innovation Excellence Award for revamping opportunity assessment and business case modelling at J&J India.
- Received 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 over 3 days.
- Received the Client Delight Award for 2 consecutive years at ZS Associates for building outstanding client relationships.
- Received the Learning Trailblazer Award at ZS Associates for mastering various modelling platforms and knowledge sharing with the team.

License & Certifications

- KPMG Lean Six Sigma Green Belt
- Excel Skills for Business: Advanced by Macquarie University
- Probability and Data with R

Co/Extra-curricular

- Serving as the Vertical Head – Consulting in IIM Ahmedabad's PGPX 2025–26 Placement Committee, leading consulting recruitment efforts for the 21st batch.
- Led the Associate Bootcamp for onboarding new recruits at 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's 2018–19 Placement Committee.
- Recipient of the Memory Grandmaster Award at a national level, demonstrating exceptional cognitive performance.