



Rishabh Gupta

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Summary

A high-impact Consultant with 6 years of experience in customer insights within the pharmaceutical and life sciences space. Adept at driving multi-engagement execution, mentoring teams, and innovating through novel solutions in market research. Building business acumen to lead overall product strategy.

Professional Experience

Senior Consultant | ZoomRx | Gurugram

- Optimized messaging strategy for a US biopharma's \$4B drug portfolio through quarterly promotional effectiveness tracking
 - Analysed recall and impact driven by messages to identify and curate the most effective promotional combinations
 - Established business rules to leverage TURF analysis with low sample and recommended ideal visual aids use by reps
 - Participated in in-person workshops in the US with brand leadership to revise the scope of their promotional research to integrate new objectives
- Strengthened positioning for 2 drugs of a US biopharma (\$3B+ revenue) by analysing 200+ physician-patient interactions and reorienting promotional strategy to focus on product knowledge gaps and patient concerns, leading to a ~15% increase in product share; ongoing efforts led to clients availing services for 3 more products
 - Identified critical gaps in brand positioning for patient types against typical real-world approach to patient stratification
 - Revamped sales rep messaging to focus on patient descriptions colloquially used by HCPs to clearly identify patient pool
- Key contributor on the first commercial project leveraging a novel in-house AI tool that uses a significant dataset of promotional effectiveness data (>20M data points) to predict effectiveness of new untested messages, shortening typical research period from 2 months to a week
 - Iterated on business context to be used for generating optimal results on message effectiveness from the AI tool, considering both brand and PsO market developments
 - Led in-house trainings on using the AI tool, provided thought leadership on similar engagements

Associate Consultant | ZS Associates | Pune

- Enabled Brand teams from leading Swiss and US biopharmas to strategically track brand awareness, adoption, performance vs. competitors, identify target patients, and maintain market share for 6 blockbuster drugs across 12 markets; grew ZS account revenues by \$2.5M+ annually
- Consulted a US Pharma to devise product launch strategy and track initial response for an Ophthalmology drug in the US, achieving blockbuster sales (\$1B+); secured \$0.6M business for strategizing label expansion to new segments
- Enabled a Swiss biopharma's R&D team to make go-no-go decision on clinical trial development of a CKD drug through opportunity assessment and revenue estimation. Recommended against investing in the clinical trial and reprioritizing ~\$50M budget towards other promising research assets
- Translated patient experience into design inputs to recommend design updates for a self-use digital app tracking Multiple Sclerosis prognosis, improving outcomes for 2000+ patients globally by reducing mean time for detecting progression, enabling early intervention by months
- Drove the initiative to ensure market research compliance (GDPR and PromoMats) across all 30+ account engagements for 2 years, improving account compliance score from 3.6 to 4.8/ 5 within 6 months, and protecting ZS business worth \$13M

Associate | ZS Associates | Pune

- Partnered with senior Principals build and propose agile MR capabilities aimed at reducing turnaround time by 60%; built new revenue stream worth \$2M+ and helped ZS build potential relationships with 7+ new therapy area teams
- Assisted with building and conducting User Acceptance Testing for a proprietary digital market research tool designed to better understand the treatment decisions of healthcare ecosystem stakeholders by creating a clinic-like simulation and enabling collaboration between specialists
- Estimated 5-year demand for a new therapy for Primary Hyperoxaluria, a rare disorder, through a combination of quantitative and qualitative approaches, considering stated use, benchmarking, and quantitative/ qualitative discounting
- Enabled identification of Initial Adopter HCP profiles to enable salesforce targeting during in-person meetings by leveraging preference and attitude data from 300+ Onco quant surveys
- Leveraged the MomentZS tool to conduct launch tracking for an MS drug (\$3B+ annual revenue) of a US biopharma, enabling early adjustments to promotional material and salesforce allocation
- Mentored new joiners in the team and successfully mapped them to functional areas based on their interest and growth prospects.

Education

Accomplishments and Awards

- Recognized as the ‘Client champion’ at ZS in 2021 for exemplary client management on a high-stakes workstream, especially for coordinating priorities between 2 client POCs with conflicting interests
- Youngest and only Senior Consultant from the Indian ZoomRx team chosen to participate in in-person brand strategy and workstream scope revision workshops with US clients.

Co/Extra-curricular

- As a member of the ZS Green Team Initiative, organized 2 tree plantation drives, encouraging support and participation from 100+ volunteers, planting 1000+ trees in Pune