



# Rishabh Gupta

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## Summary

Consulting professional with 6 years at ZS Associates and ZoomRx advising global pharma and life-sciences leaders on market entry, brand positioning, segmentation and portfolio prioritisation. Shaped commercial decisions including a ~\$50M R&D reallocation, a \$1B+ US blockbuster launch, and salesforce and messaging strategy across \$3–4B brand portfolios. Grew accounts by \$2.5M+ annually, sold \$2M+ in new engagements, and led a 15-member associate group while safeguarding \$13M of business through a compliance turnaround.

## Professional Experience

### Senior Consultant | ZoomRx | Gurugram

1 year 11 months

- 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
- Increased ~15% product share by strengthening positioning for 2 US biopharma drugs (\$3B+ revenue); analyzed 200+ physician-patient interactions and reoriented promotional strategy to focus on product knowledge gaps and patient concerns
  - 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 deployment of a novel AI tool to shorten message testing research timeline from 2 months to a week; predicted effectiveness of new untested messages for rep visit shortlisting for 3 F500 biopharma drugs
  - Led in-house trainings on using the AI tool, provided thought leadership on similar engagements
- Conducted ~150 interviews for new Associates, selecting ~10 impactful resources to join the firm

### Associate Consultant | ZS Associates | Pune

2 years 3 months

- Enabled US and Swiss biopharma brand teams to strategically track brand awareness, adoption, performance, identify target patients, and maintain market share for 6 blockbuster drugs across 12 markets; grew ZS revenue by \$2.5M annually
- Redirected ~\$50M of R&D budget by recommending **against** a Swiss biopharma's CKD clinical trial; built opportunity assessment through epidemiological funnel modelling from 250 surveys and 15 payer and medical-access interviews
- Enabled a \$1B+ blockbuster launch for a F500 US pharma and secured \$0.6M follow-on business; devised positioning strategy, tracked launch response, and mapped patient journeys through 40+ interviews to surface previously untapped decision drivers
- Cut progression detection and medical intervention time by **months** for **2,000+ Multiple Sclerosis patients globally**; translated pain points and task comprehension insights from 50 UX-focused interviews to design prognosis-tracking app
- Protected \$13M of ZS business and improved account compliance score from **3.6 to 4.8/5 within 6 months**, driving the initiative to embed GDPR and PromoMats market-research compliance across all 30+ engagements on the account

### Associate | ZS Associates | Pune

2 years 1 month

- Built new revenue stream worth \$2M+ and ZS relationships with 7+ new therapy area teams by proposing agile MR capabilities aimed at reducing turnaround time by 60% in partnership with senior Principals
- Led launch a proprietary digital research platform that has since generated \$15M+ in ZS business; shaped the product's clinic-simulation scenarios like treatment sequencing, trade-offs, peer-to-peer specialist chat; ran beta testing and UAT
  - Enabled early adjustments to promotional material and salesforce allocation using this platform for drug launch tracking
- Supported 10% YoY share growth for a \$45B US biopharma NSCLC drug; designed a segmentation model to build prescribing archetypes for Initial Adopter HCPs; delivered a "typing toolkit" enabling reps to profile physicians live in in-person meetings.

## Education

BMS (Bachelors in Management Studies) – *St. Xavier's College, Mumbai | India*

## 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