

Rahul Nayak

A seasoned Channel Marketer with demonstrated ability to draw out Channel Marketing strategies to drive business growth meeting business goals using data driven consumer & channel insights

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SKILLS

Channel Marketing, Customer Success, Customer Loyalty, GTM Launch Plan, Retail Brand Strategy, Holistic Brand Communication, Digital Brand Plan

EXPERIENCE

Abbott Healthcare Pvt Ltd

January 2023 - Present

Channel Marketing Manager

Leading several Channel Marketing activities for Established Pharma Division of Abbott partnering with 34 Business Units to formulate channel strategy to grow and drive business. Major wins include:

- 1) Set up from scratch, a Loyalty Program for Distributors of Abbott products to help drive key business goals as well as harbor Loyalty for Abbott in the competitive pharma market (Drove 2cr+ incremental Sales a single brand)
- 2) Set up and drive Direct To Retailer initiatives focussed on first placements of NPIs and Focus Brands. (Drove placement of an NPI at 15,000 retail pharmacies in 3 months and drove 5cr incremental sales for 15 brands on D2R)
- 3) Set up geographical-based consumer advertising for local retailers to drive sales of OTC brands.
- 3) Combined all the projects to create a 360-degree GTM strategy for brands to drive primary sales to distributors, secondary sales to retailers, and tertiary offtake to consumers for non-drug brands.

Pureplay Skin Sciences Pvt. Ltd. - Plum

October 2019- January 2023

Manager - Channel Marketing

- Responsible for designing, planning & the execution of PAN-India Trade Marketing activities (Branding, Trade Schemes, GWPs, PWPs, Competitor Tracking, and Events) for General Trade (**1000+ assisted outlets & 10000+ non-assisted outlets**) & Modern Trade (**Shoppers Stop, Lifestyle, Enrich Salon, Haiko, Metro Cash & Carry, and Wellness Forever**) for brands **Plum, BodyLovin' & The Phy Life**
- Created & executed G-T-M strategy for new launches in Retail including promotion support, stakeholder training & marketing collaterals.
- Handling P&L for Modern Trade as well as ROI-based budgeting for retail trade promotions to create cost-effective value propositions.
- Design, implement & ensure strict adherence to Brand guidelines with respect to planogram, product display, merchandising as well as promoter uniforms.

McNROE Consumer Products Pvt. Ltd. - Wildstone

May 2018-October 2019

Assistant Manager - Sales

- Area Sales Manager for Himachal Pradesh and Uttarakhand with a 9-member team
- Responsible for delivering growth in terms of outlet coverage (ECO), profitability, and market share while achieving revenue targets for the brands - **Wildstone, Secret Temptation & Heaven's Garden**.

Hindustan Unilever Limited

May 2017-June 2017

Summer Marketing Intern - Haircare (Brylcreem)

- Studied and recommended a brand strategy on preferred brands and grooming habits of Gen Z (male) for **Brylcreem**.

Bristlecone India Ltd

May 2013 to June 2016

Consultant

- Worked as an EDI & PI Operations Consultant for **SAP Labs** and **SAP Ariba**
- Awarded as the **Star Performer** in Q2 2014-15 for SAP's CrossGate Project.

CERTIFICATIONS

Harvard ManageMentor

September 2013

Harvard Business Publishing and Mahindra Rise

Successfully completed the Harvard ManageMentor Management course from Harvard Business Publishing in association with Mahindra Rise.

EDUCATION

**Prin. L. N. Welingkar Institute of Management Development
and Research**

June 2016- April 2018

Post Graduate Diploma in Management (Marketing)

Part of the Placement Committee.

Vidyalankar School Of Information Technology

2010 to 2013

Bachelor of Science in IT (B.Sc. IT)