

# INGIT BHARADWAJ

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## PROFESSIONAL SUMMARY

- Competent professional with over **10 years** of multi-faceted experience in Brand Management, Marketing Consulting & Insights and Client Engagement
  - A passionate team player, and a keen learner with ability to work under pressure
  - Excellent communication and inter-personal skills with strong people management capability
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## PROFESSIONAL EXPERIENCE

### **Asst. Product Manager- MANFORCE, 07/2021 - Current** **MANKIND PHARMA LTD - New Delhi, India**

- Managing the evolution of MANFORCE Condoms, India's leading condom brand (~400Cr)
- Active part of the launch of EPIC Condoms, conducting pre-launch evaluations, managing NPD, and implementing tactical sales strategies. Finalized launch plans, creative boundaries, and brand packaging
- Controlling and monitoring ATL and BTL initiatives for consistent brand positioning
- Supporting brand's P&L, allocating marketing budget effectively to maintain gross profit
- Expanding brand presence in Modern Trade, E-Commerce, and Q-Commerce
- Analyzing industry data to formulate counter strategies and leading opportunity mapping for line extension
- Leading the sales team for the OTC division in Gujarat & Rajasthan (~15% of Pan India market): Recruiting, training, and appraising sales staff. Implementing targeted sales strategies to drive growth and performance

### **Account Manager- North, 09/2018 - 07/2021** **IQVIA - Gurgaon, India**

- **Account Management:** managed multiple subscription & Ad-Hoc clients in North India (incl. GSK, RB and Mankind): key point of contact for clients for servicing & strategic consultation, understood clients' requirements
- **Understood changing markets** through analyzing data and market response on new launches through benchmarking, competition analysis & demographic analysis; to manage complex account situations and lead resolution
- Directly managed service executives and other support staff to service clients' information and analytics requirements
- **Strategic Consultant to Clients:** Spearheaded Senior Management Consulting across marketing decisions and Sales & Distribution strategies
- **Revenue Optimization:** Contributed actively to achieve sales revenue & growth targets for assigned IMS products through consultative sales approach

### **Account Executive, 06/2016 - 09/2018** **GfK Nielsen India - Gurgaon, India**

- Data Science: followed defined processes with due diligence to ensure quality of the data, analyzed large datasets drawn from POS audit for syndicated/custom research
- Account Management SPOC: Worked closely with different business units of clients to aid business planning & product development strategies & acted as voice of the client internally to ensure high level of client satisfaction



## CONTACT

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## CORE COMPETENCIES

- ATL/BTL
  - Consumer Behavior
  - New Product Development
  - Trade Marketing
  - Digital Marketing
  - Product Management
  - Product Training
  - Sales Management Strategies
  - Planning & Budgeting
  - Sales Prospecting
  - Solution Defense
  - Team Management & Motivation
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## EDUCATION

**PGDM, Marketing, 2014**  
**Kirloskar Institute of Advanced**  
**Management Studies**

**Bachelor of Engineering, Computer**  
**Science, 2011**  
**Gwalior Engineering College**

- Helped clients with best solutions; thereby creating sales funnel for up-selling & cross-selling

**Research Associate, 07/2015 - 06/2016**

**TechSci Research - Noida, India**

- Market Research: Gathered data and information from various secondary sources and primary research interviews of KOLs using a combination of qualitative & quantitative approach
- Market Sizing: understood the dynamics of Automotive and ICT industry through market sizing & forecasting, identifying on-going industry trends, growth drivers & challenges
- Analyzed competitive landscape through company profiling, SWOT analysis, competitive intelligence & strategic analysis of company annual reports
- Analyzed allied industries through different market analysis methodologies such as Porter's 5 forces, PESTLE analysis

**Territory Manager, 09/2014 - 03/2015**

**Practo Technologies - New Delhi, India**

- Sales Prospecting: Acted as lead to generate sales revenue for target achievement from the assigned territory through pitch & product evangelization
- Acted as Relationship Manager for existing clients and trained them on product usage to ensure customer retention and reduce customer churn ratio
- Participated in conferences to represent the company for brand awareness and actively contributed to improve Marketing and Sales strategies