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I have 10 years of business acumen of EPC/FMCG sectors and developing markets. I have worked with Schneider, P&G, Reckitt in numerous consumer centric & business strategy roles where I devised pioneering marketing and GTM strategies for creating stakeholder value. I have strong quantitative background from my engineering and MBA studies. My research interests are in shopper psychology, luxury marketing strategy, social impact of brands, salesforce effectiveness, brand inheritance, pricing and promotions, neuro-science marketing, omnichannel-retail management, new product launches.

DINESH BHARDWAJ

EDUCATION

- **MBA Master of Business Administration – XLRI Jamshedpur** 2016-2018
 - Specialization: Marketing (GPA 6.02/8): Class Topper
 - PPO Holder: Pre-Placement Job Offer from P&G
- **B.E. Bachelor of Engineering – DTU (Delhi Technological University)** 2008-2012

(Formerly Delhi University-Delhi College of Engineering)

 - Major: Electrical (GPA 8.38/10): Honors with Distinction
 - Minor: Mathematics (GPA 9.05/10): Gold Medal
- **Class XII C.B.S.E. – Navy Children School, Delhi** 2006-2007
 - Major: Science Stream: Grade A1 School Topper
 - Rear Admiral Medal of Honour for Academic Excellence

WORK EXPERIENCE

- **Category Trade Marketing Manager – Reckitt Benckiser** 2023-2024
 - Revamped Reckitt India Retail Stores program (40000 outlets, 30% of India business) and grew it at +14% in 2023 vs flat for last 3 years by: -
 - a) **Digital Transformation:** Digitized entire merchandising, auditing, tracking, payout workflow process; data migration to 'Parinaam' portal and launched mobile 'Super App' for daily usage which led to 30% process efficiency improvement and +6% biz uplift.
 - b) **BTL Strategy:** Crafted In-Store Visibility POSMs guidelines for hotspot and eye-level shelving category execution; simplified brand communications, created innovative POSMs locations and designs using SEE-APPEAL-ENGAGE Shopper psychology, led to +6% business uplift.
 - c) **Trade Margins:** Optimised loyalty programs and omnichannel retailer incentive strategy for Volume/Distribution/Branding/Merchandising goals leading to \$1million annual savings and +2% annual sustained business uplift.
 - **New Product Launches:** Crafted **Omni-Channel GTM model**, 1-year sales and marketing RoI strategy, and led E2E all India project management of Vanish White and Colin Lemon launches.
- **Market Strategy & Planning – Procter & Gamble** 2018-2023
 - Led post-Covid Venus **market research study** to craft strategy for 3 years +10pts share growth (from 11 to 21 pts). Delivered 14% share (+3 pts growth) in 1st year of implementation by: -
 - a) **Channel:** Competitive benchmarking to reconfigure retailer trade margins from 14% to 11%.
 - b) **Pricing:** +20% increase by evaluating WTP from waxing cost and not usual market competition.
 - c) **BTL:** Designing Venus POSMs with cosmetic beauty cue appeals Vs regular male Gillette POSMs.
 - d) **TTL:** Activating 30+ Regional KOL marketing across 8 metros for trial barriers and myth busting.
 - Grew Shave Prep category at 14% for 2022 (which was flat for past 2 years) by **conducting cluster analysis and market segmentation** for consumers, researched omnichannel X product positioning of brands, and re-innovated Shopper Based Designs for right value proposition.
 - **New Product Launches:** led E2E project management by crafting market strategy, GTM and channel models, consumer research studies, supply chain planning, salesforce incentives, distributor margins to launch Venus Skin love, Shave Gels, Guard Cream, Charcoal Foam in India.
- **Marketing Head – MarknMove Startup for e-logistic services** 2015-2016
 - Created **consumer segment target strategy** and launched Digital App for logistic services.
 - Led **marketing research studies** to understand logistic sector and digitization of transport industry.
- **Business Development Manager – Schneider Electric** 2012-2015
 - Collaborated with diverse team of 6 to research and prepare **Impact Assessment Report** and Technical Feasibility Study for High-Speed Rail Project and Dedicated Freight Corridors, Govt of India.
 - Led HR Digital Transformation project of migrating to 'Salesforce' from MS Excel by training and connecting with people, and implementing **DISC theory** to drive organizational changes.

RESEARCH EXPERIENCE

- **'Benchmark BIC Retail Management & Shopper Psychology Metrics to grow Reckitt direct retail business.'** 2023-2024
 - **Abstract:** Reckitt's direct retail program was in shambles for decade as company had focused primarily on wholesale expansion. I came onboard in 2023 from P&G to lay fundamentals of BTL strategies and trade promotions for direct retail business. I led one-month comprehensive research study in collaboration with B2B retail management companies-Loveinstore and CPM, to benchmark BIC industry practices and Shopper Journey Maps for Reckitt products. The research focused on:
 - a) Quantitative Analysis: analysed data from 1 lac different formats of retail outlets for deriving effect of instore-promotions, trade margins, store incentive programs on different FMCG brands.
 - b) Qualitative Track: Eye Tracking Study (576 sample size) to research effectiveness of POSM designs and locations, claims, brand communications, shopper in-store journey; and post purchase survey to adjudge brand funnel and dissonance.
 - c) Descriptive Study: Analysing need for digital transformation of retail merchandising and payouts; and setting up BIC online workflows to improve process efficiencies.Recommendations of my research led to +14% growth in first quarter of execution.
- **'Post Covid: Understanding Female Body Hair Removal category and Consumer mind metrics as business drivers for category growth.'** 2021-2022
 - **Abstract:** Since India launched Gillette Venus-Women's razor, its contribution was stagnant at 10% to total Gillette business. Male razors were PG India's top priority. In 2020, during Covid with salons closed, new trend of home hair removal came organically and Venus clocked 2X of annual business just in 1 quarter. In 2021, I was handpicked as Project Manager to revolutionise Venus India. I undertook 3-month detailed applied research project with Kantar. Target respondents (690 sample size) NCCS-A, 18-25 years, done hair removal P6M, F2F CAPI interviews across 8 metros and H2H sampling 2000 houses in 29 cities. I researched on Venus's brand funnel, category value drivers, perceptual mapping, social stigmas associated with razor uses, triggers & barriers to methods of usage, competition portfolio and media metrics, GTM strategy-where and how to sell, and Willingness to Pay comparative study. Basis my research I strategized 3-year +10pts share growth plan and delivered +20% 2-year CAGR.
I was awarded at Asia Pacific - 'Gillette' Sales Meet, Dubai for my outstanding research contribution.
- **'Deriving competitive advantage from GST & helping trade in transition'** 2017-2018
 - **Abstract:** In 2017, Govt of India had announced GST tax reforms, intellectuals welcomed the move but in markets ambivalence of both opportunism and confusion prevailed. As a part of my MBA coursework, I collaborated with P&G for research thesis. I did quantitative analysis of finances and tax laws of different states for different FMCG SKUs and recommended new retail MRPs under anti-profiteering guidelines. I analysed supply chain management for logistical efficiencies using KNIME and suggested warehouse consolidations across India. For understanding market sentiments on GST, I used qualitative approach. I travelled across big mandis and used snow balling technique to assess responses to new tax norms. I filtered responses basis Likert chart and drafted one-page communication to build customer trust and allay fears of inventory availability or earnings losses.
P&G offered me job for my exceptional research thesis and my recommendations were directly implemented which led to zero gross margin loss during GST tax transition vs -20% forecasted.
- **B.E. Final Year Research Thesis on Fuel Cell Membrane Electrode Assembly (MEA)** 2011-2012
 - **Abstract:** Fuel Cells are sustainable future substitute to batteries. However, their dynamic operations are very sensitive to environmental factors hence they work best in space. I first went under training at India's prestigious lab CSIR-CECRI on fuel cells. I then conducted experiments on different factors affecting MEA under different environmental metrics, documented observations, filtered data noise, propounded an empirical co-relation equation using MANOVA. I created simulation in MATLAB and wrote a dissertation on my findings which I defended in front of Academic Committee and Electrical Department Head, and Vice Chancellor.
- **B.E. 3rd Year Summer Thesis Report: National Thermal Power Corporation, NTPC India** 2010-2011
 - Conducted exploratory research and wrote thesis on Coal based Thermal Power Plants and their social impact in creating neighbourhood jobs opportunities.
- **B.E. 2nd Year Summer Thesis Report: Indian Oil Corporation Limited, IOCL India** 2009-2010
 - Conducted exploratory research and wrote thesis on Gas based Captive Power Plants and applications of cleaner fuels for self-sustaining smart cities.

EXTRA-CURRICULAR

- **P&G – LGBTQIA+ SPOC** 2018-2023
 - Led monthly awareness drives for social inclusion and promoted 'One for all workplace' culture.
 - Connected employees with licensed counsellors and psychologists for therapy and support.
- **XLRI – Entrepreneurship Development Cell: EDC Student Chapter** 2016-2018
 - Organised quarterly conferences and seminars on Social Entrepreneurship.
 - Took weekly courses of juniors on 'sales pitch to investors' & 'one minute sell' modules.
- **Schneider Electric – Campus Ambassador & 4C Value Champion** 2012-2015
 - Organized annual hiring events and took opening presentations on onboarding of new hires.
 - As HR SPOC for digital transformation, helped sales employees in transitioning to new CRM system.
- **DTU (Delhi College of Engineering) – Corporate Head IET Society** 2008-2012
 - Aligned corporates and industries for funding college activities under CSR initiatives.
 - Organised 20+ events in course of 4 years and managed logistics, E2E promotions, led 2000+ crowd management and event's digital marketing activities.
- **Navy Children School – Lead Cadet National Cadet Corps** 1997-2007
 - Organised weekly social community work drives like blood donation camps, charity for spastics, say no to plastic, energy savings at home, other cultural harmony gatherings and festivals.
 - Commanded daily drills with disciplined coherence and uniform decorum checks.

AWARDS & RECOGNITIONS

- **Professional Awards**
 - P&G Asia Level GROW: Revolutionize Award for Venus Market Penetration & Consumer Research.
 - P&G India Level 4D: Depth Award for implementing 2-year Shave Prep Growth Strategy.
 - P&G India Level 4D: Deliberate Award for revamping Shopper Based Designs for Venus & Shave preps.
 - P&G India Level Swarna Bhoomi Award: for outstanding annual business fundamentals delivery.
 - P&G India Level Swarna Bhoomi Award: for Winning Externally - *Nielsen Regression Analysis*.
 - Schneider 4C: Value Champion Award for Connect with customer for DFCCIL Impact Report.
 - Schneider 4C: Value Champion Award for Care for employees and environment.
 - TSAF: Tata Sports & Adventure Foundation Leadership Course, secured Rank 1 in class of 180.
 - NCC National Cadet Corps Certificate A for outstanding 'Lead Cadet' and Social Work.
- **Academic Awards & Scholarships**
 - XLRI EDC Award for best innovative thesis work on 'P&G Deriving Competitive Advantage from GST'.
 - DTU (DCE): Electrical Honors Award for Distinction in B.E. Bachelor of Engineering.
 - DTU (DCE): Gold Medal for topping in Maths Minor subject.
 - PMSS Prime Minister National Scholarship Scheme No. 10244 for academic excellence in B.E.
 - Rear Admiral Gautam Singh Award for academic excellence in Class IX, X, XI, XII.
 - Delhi Govt: Junior Science Talent Search Examination Rank 31 out of 100,000 students.
 - Delhi Govt: Delhi Sanskrit Academy Award for exemplar performance in Sanskrit Class X.
 - National Science Olympiad Certificate for Science excellence in Class XI, XII.
- **Other Interests & Recognitions**
 - National Level Career Launcher: Exemplary Essay Award out of 100 national submissions.
 - Asia Level Quiz: Cadbury Bourn Vita Quiz Contest secured Rank 1 out of 200 teams.
 - National Level Quiz: AIIMS Quiz Contest secured Rank 1 out of 50 teams.
 - Home for Spastics: Social Work Appreciation Certificate.
 - Interschool Ramjas Public School: English Extempore 1st Prize out of 40 teams.
 - Interschool Laxman Public School: Sanskrit Shloka Recitation 1st Prize out of 23 teams.
 - Interschool Bal Bharti Public School: 1st prize Best Orator out of 31 participants.
 - Interschool Naval Public School: 1st prize C++ coding out of 37 teams.
 - Interschool Naval Public School: 1st prize Hindi Extempore out of 34 participants.
 - Interschool Naval Public School: 1st prize Science Quiz out of 24 teams.