

# Ankit K. Agrawal

Healthcare Analytics Consultant

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## SUMMARY

Strategic healthcare analytics consultant with 6+ years of experience driving commercial strategy, omnichannel engagement, and data-driven decision-making across global pharma clients. Proven track record in scaling analytics teams, guiding multi-market product launches, and shaping GTM and BD&L strategies. Trusted by cross-functional stakeholders across marketing, medical affairs, access, and development.

## PROFESSIONAL EXPERIENCE

### Consultant/ Team Lead | ZS Associates

JULY 2024 - PRESENT

- **Driving commercial analytics for a \$5M portfolio**, managing a 13-member team across brand strategy, targeting, and expansion - aligning insights into global marketing and sales priorities
  - Led the development of a client-centric GTM strategy that resulted in **8+ winning proposals generating \$1.3M+** in new business
  - Supervised & mentored **15+ members**, ensuring high-quality delivery & talent development
- Partnered with the Global Commercial & Development team to evaluate market expansion using claims data, shaping long-term product planning for a **\$1B+ portfolio asset acquisition**
- Drove **5-year healthcare industry POVs**, engaging 15+ senior client stakeholders across strategy and insights teams including Commercial, Medical Affairs & R&D serving as strategic thought partners to the clients
- **Launched Omnichannel Field Suggestions** across 4 field teams and 5 Oncology & Neurology brands, resulting in a 15% sales lift and saving 10+ hours per rep/month
  - Simultaneously led Omnichannel operationalization for the Neurology team, scaling adoption to **80% team**
  - Recognized with Best Project & Best Project Lead Award (2025) for excellence in execution and impact
- **Designed 90-day HCP engagement journeys**, Next best Action (**NBA**) using advanced models (OLS, XGBoost), optimizing promotion sequence and cadence based on historical behavior
  - Improved personalization and boosted campaign effectiveness across field and marketing channels, **saving ~\$1M annually**
- Awarded "Best Project" and "Best Project Lead" (2025) for measurable impact and execution excellence

### Associate Consultant / Senior Analyst | ZS Associates

JAN 2022 - JUN 2024

- **Created Tableau dashboards** using claims data across 60+ indications, cutting turnaround time by 90% and contributing to a \$1.5B licensing deal
  - Built **real-time dashboards** for KPI tracking, territory management, & clinical trial site identification for Epilepsy & Oncology using the **MMIT payer data**, reducing client effort by 75%
- **Designed go-to-market strategies (GTM)** for two product launches across multiple markets, leading pre-launch analytics over 12 months and facilitating in-person working sessions with clients in the USA
  - Designed an **Incentive Compensation (IC)** plan for the Neurology field team to prepare for the launch
- Led end-to-end execution of the **Future of Customer Experience initiative** for the Oncology BU, enhancing KAM engagement through a collaborative framework
  - **Developed interactive Tableau tool** that identified the top 50 corporate parents driving 40% of business, earning strong client appreciation
- **Designed optimal field team structures** in collaboration with **8 country leads** across the US and EMEA—guiding structure, resourcing, & territory alignment for Commercial, MSL, & ARM teams
- **Mentored 20+ team members** in analytics, planning, and dashboarding across multiple therapy areas

- Designed and executed **10+ physician feedback surveys** across 5 therapy areas to evaluate MSL field force effectiveness and guide resourcing strategy as part of the **Market Research team**
- **Led end-to-end survey development**, partnered with 3 vendors, and delivered insights through **client workshops and readouts**, covering both Voice of Customer (VoC) and Voice of Field Force (VoFF) initiatives
- **Designed end-to-end Medical Affairs field strategies** across the US, LATAM, APAC, Middle East, & Russia—covering MSL team sizing, territory design, KOL targeting, & engagement planning across multiple therapy areas
- **Conducted benchmarking studies** for Immunology, Neurology, Cardiovascular, and Oncology, evaluating competitor field structure and HCP engagement metrics across 10+ Pharma Companies
- **Co-developed 4+ strategic POVs** for global MSL leadership, including Digital Opinion Leaders, Medical Affairs Outlook, global MSL roles & training used directly by 6 clients to enhance their engagement strategies

**Business Development Intern | ProYuga Advanced Technologies Limited**

MAY 2018 - JUNE 2018

- Onboarded B2B clients, resulting in a **20% increase in business partnerships** for VR-based iB-cricket game
- Created and presented **detailed proposals** to potential B2B clients, highlighting the unique features and benefits

**SKILLS**

**Analytics and Strategy:** Claims & RWE Analytics, Patient Journey, Field Force Strategy, MMIT, Profitability Modeling, NBA Design, GTM Planning, Omnichannel Engagement, BD&L & Asset Evaluation, IC Design, Test & Control

**Tools:** Data Visualization using Tableau, Power BI, SQL, Territory Designer, AWS, Advanced Excel, Market research

**Business & Communication:** Storyboarding, Stakeholder Engagement, Proposal Development, Mentoring & Cross-Functional Team Leadership

**EDUCATION**

Birla Institute of Technology, Mesra, Ranchi

AUG 2015 – MAY 2019

Bachelor of Engineering (B.E.) | Department Of Civil Engineering

**REWARDS/ RECOGNITION**

- **Top 20 Finalist**, YUVA Pratibha 2023 (MyGov & Ministry of Culture), nationally recognized for artistic excellence
- Developed personal website, [missingpalette.com](http://missingpalette.com), securing 2 art sponsors and 30+ international clients
- Honored with the Jharkhand Foundation Citizen Award (2016) for contributions to art and social service
- Published a review paper on **“Global Storm Water Management”** in *The Urban Rhetoric – Issue 1 (2020)*, highlighting key challenges and solutions related to urban flooding
- Mentored **150+ students and professionals** to support career growth and successful transitions into the industry

**LEADERSHIP & INVOLVEMENT****ZS Associates:**

- Active recruiter for both on-site and virtual hiring drives to support team expansion
- Conducted 6+ firmwide learning sessions on Tableau and leadership development
- Co-created a learning and soft skill development club to promote cross-functional upskilling

**BIT Mesra:**

- Led a team to the ZS Associates Case Challenge 2018, earning pre-placement offers
- Founded HACK-A-BIT, East India's largest student hackathon with 1,400+ participants
- Served as student leader for the Fine Arts Society and IET On Campus, organizing 20+ workshops in art, tech and soft skills for over 600 students

**ADDITIONAL INFORMATION**Holds a valid **U.S. B1/B2 visa**, open to short-term travel for client engagements