

Karthik Subramanian

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SUMMARY

Engagement Manager at ZS Associates with 7 years leading commercial-analytics engagements for top-10 global pharmaceutical clients. Currently owns a \$4.2M annual portfolio across 3 oncology brand teams while managing a 12-person consulting team across Pune and East Hanover. Promoted three times in seven years; consistently rated in the top 10% of the firm's analytics consulting practice.

WORK EXPERIENCE

Engagement Manager, Decision Analytics --- Oncology Mar 2024 — Present
ZS Associates Pune, India

- **Portfolio Ownership:** Lead 3 concurrent oncology brand-strategy engagements for a top-5 global pharma client, owning **\$4.2M** in annual fees and securing an FY24 expansion to a 4th brand.
- **Team Leadership:** Manage a 12-person team across Pune and East Hanover; designed the FY25 staffing model that lifted billable utilisation from 71% to **84%** without adding headcount.
- **Client Origination:** Closed a **\$1.6M** expansion mandate with a Tier-1 pharma client by leading the diagnostic phase pro-bono and converting it into a 14-month engagement; recognised as Q3 FY24 Engagement of the Quarter.
- **Methodology:** Authored the firm's updated playbook for oncology launch-readiness analytics, now adopted across **5 EM-led teams** and used in 3 active client pursuits.
- **Promotion Velocity:** Promoted to Engagement Manager in 5.8 years against the firm's **7.5-year average**, the fastest EM promotion in the Pune office's FY24 cohort.

Senior Consultant, Decision Analytics Mar 2022 — Feb 2024
ZS Associates Pune, India

- **Brand Strategy:** Led the analytics workstream for the US launch of a \$1.2B oncology asset, sizing the addressable market at 38,000 patients and informing a sales-force expansion of **82 reps**.
- **Client Impact:** Built the patient-journey analytics for a rare-disease portfolio that surfaced a \$140M revenue gap; recommendations adopted in 2 of 3 brands and contributed to a **2.3 percentage-point** market-share gain.
- **Internal Innovation:** Co-led the firm's GenAI pilot, deploying a document-summarisation tool now used by **180+ consultants** in proposal development.
- **Mentorship:** Mentored 7 Associate Consultants over two years; **6 of 7** were promoted on time and one received the firm's "Rising Star" award.

ACHIEVEMENTS

- **Promotion:** Promoted three times in seven years (Associate Consultant → Consultant → Senior Consultant → Engagement Manager), **18 months ahead** of the firm's typical promotion cadence at each level.
- **Performance:** Rated "Outstanding" (top 10%) in **5 of 7** annual reviews; recipient of the ZS "Excellence Award" in 2021 and 2023.
- **Industry Speaking:** Invited to speak at the 2024 ICRI Pharma Analytics Conference, presenting work on oncology launch analytics to **280 industry attendees**.
- **Publication:** Co-authored a peer-reviewed paper in the Journal of Medical Marketing on AI applications in pharma sales-force sizing; cited **14 times** since 2023.
- **Academic:** Graduated NIT Trichy with All-India Rank 3,800 in JEE Advanced 2014, placing in the top **1.2%** of qualifiers.

EDUCATION

National Institute of Technology, Tiruchirappalli Tiruchirappalli, India
Bachelor of Technology, Electronics and Communication Engineering Aug 2014 — May 2018

- **Standing:** Graduated with CGPA **8.7/10.0**; recipient of the NIT Trichy Institute Merit Scholarship for **4 consecutive** years.

EXTRACURRICULARS

Volunteer Strategy Advisor, Aravind Eye Care --- Pune Chapter Jun 2022 — Present

- **Operational Strategy:** Pro-bono advisory on patient-flow optimisation for the Pune outpatient unit, informing changes that lifted daily throughput from 220 to **310 patients** without adding clinical staff.
- **Fundraising:** Co-authored the FY24 donor pitch deck used in 6 corporate CSR conversations, contributing to **₹85L** in committed CSR funding.

Mentor, NIT Alumni First-Generation Mentorship Initiative

Jan 2021 — Present

- **Direct Impact:** Mentor 4 first-generation engineering students from rural Tamil Nadu through their undergraduate education; **3 of 4** secured campus placements at top-tier firms.
- **Programme Building:** Co-designed the mentorship curriculum now used by **32 alumni mentors** across the programme's Pune and Chennai chapters.

SKILLS

- **Consulting Toolkit:** Hypothesis-driven problem solving, executive client management, McKinsey-style storyboarding, financial modelling, market sizing, statistical analysis
- **Technical:** SQL (advanced), Python (Pandas, Scikit-learn), R, Tableau, Power BI, Alteryx, Veeva CRM, IQVIA syndicated datasets
- **Domain & Languages:** Pharmaceutical commercial analytics (oncology, rare disease, diabetes), US and EU healthcare markets; English (full professional), Hindi (native), Tamil (native); GMAT 760 (Q51, V42, IR8, AWA5)