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Brands worked with



Trademarks/Logos used are only for representative purpose.

Category Expertise

Sustainability
Food Manufacturing
Food Services especially QSR
Animal Nutrition and Health/Pet Care
Bioenergy/Biofuels
Chocolates and Bakery
Snacks/Bisco-snacks and CSD's/Iced Tea
Skin Care/Nutrition/OTC
Packaging & Transportation

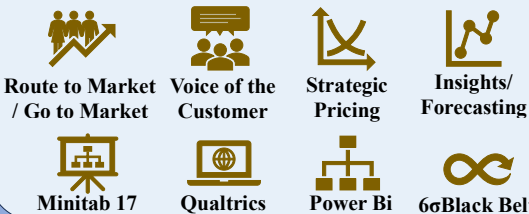


Personal Skills

Customer, Consumer and Market understanding,
Enterprise/Category/Brand Management,
NPD, Go-to-Market, Innovation, B2B2C, SKU Pricing
Product Strategy in Modern Trade/Traditional Trade



Technical Skills



1. Doctoral Degree in Management Studies
2. Master's in management studies – Marketing
3. Engineering in Electronics and Tele-Communication
4. PG Level certificate in Business Analytics from IISc
5. Advanced Professional certificate in Marketing Management from London School of Business



References

Sandeep Jain – Professor of Practice –
MSSU – 98201 49418
Smruti Mehta – Associate Director –
Nielsen Media – 98190 91460
Sanchita Attawar – Sr Marketing Manager –
Imagicaaworld Entertainment Ltd – 98192 21877



Me Time

Gastronomy Travel Movies LinkedIn



Accomplished **professional and academician** with over 14+ years of experience in all facets of Business Management, Category Management, Go-to-Market, Customer & Consumer Insights, Market Research, Marketing, Voice-of-the-customer, Brand Management, Strategic Business Planning, Budgeting and Business growth.

WORK EXPERIENCE:

1. Organization: Cargill India Pvt Ltd (Nov'22-till date)

Build strategic sustainable business advantage for the Cargill business in the short and long term by combining deep customer & consumer centricity with a nuanced understanding of business performance and strategy.

Global CCI Specialist (equivalent Global CCMI) – NA, Europe, MENA, SE & ANZJK Region

- Build effective and collaborative relationship with key enterprise leaders and across functions of **marketing, finance, R&D, commercial, strategic pricing, Sales/Ops enablement, channel teams** etc to understand key business objectives and thereby identify and communicate the **value that market data, Insights, and customer/consumer research play in the decision-making process.**
- Distill business objectives into clear research briefs, and **communicate actionable insights** based on data-based findings and logic to enable informed decisions.
- Learn and employ a range of **qualitative/quantitative research methodologies** along with primary & secondary data and choosing the methodology/source that is best suited for the business and research objectives at hand.
- **Conduct and coordinate research with partner agencies** and be involved in research inputs and key deliverables.
- Ensure rigor in research design, data collection, analysis, and recommendations, collaborating with research agency/global strategic partners where applicable.
- Deploy deep knowledge of **Country/Culture/Subcultures/PESTEL** as and when required.
- Lead/support - global/divisional/business workstreams as required, through past learnings, best practices, external orientation, landscape, and competitor analysis.
- **Bring VoC at the forefront and co-create the Route to Market strategies** by leading and influencing the various business stakeholders.
- Monitor market conditions, trends and competition to project business customer/consumer demand and plan product launch timing.
- Lead/support - **Forecasting, market sizing, market analysis, mapping, consumer trend** and sharing **brand health measurement** across the businesses as and when required.
- Lead, execute and co-create **Ingredient tracker and Trend tracker for each of the regions.**
- Manage and execute a budget of 1M\$+ in a fiscal year and **maximize ROI for the company and the enterprises.**
- **Create capabilities** to solve short- & long-term barriers be it for business, enterprise, or department.
- **Work on Qualtrics platform** to develop close knitted and blind surveys for customers to help them serve better.
- Ensure **full compliance and conformance to applicable laws** related to state, provincial and federal regulations.
- Promote a strong culture by building a mindset where changes are viewed as essential to success.
- **Independently handle complex issues with minimal supervision**, escalating only the most critical issues to senior stakeholders.

2. Organization: Nepa India Pvt ltd (July'21 to Sep'22)

To build the business and market by taking leap into new frontiers through technology and methodologies with intellectual rigor and operational qualities.

Client Partnership Manager – India and SE Asia Region

- Working closely with **business heads, CXO's, CMI's and Insight leaders** to answer business questions at the highest standards.
- Spearheaded partnerships with various **FMCG and Pharma companies, OTT Platforms, Media Agencies** for content related solutions.
- Analyze results to provide insights to support **product development, category management and sales initiatives.**
- **Social Listening** activities conducted during **campaign and competitive analysis.** Understand of **sentimental analysis** as well,
- Managing a team of Client Servicing Managers and representing it at relevant levels of management.
- Identify ideal methodology, provide oversight on the data collection process and analytic work plan to ensure all available information is generated to support business needs.

Client Servicing Manager – India Region

- Managed team of research analysts and day to day client partnerships. Performed quantitative & qualitative analyses, develop strategies, present findings, and implement recommendations with clients across Media, Digital, Finance & FMCG.
- Worked on – **Concept - Product testing, Packaging evaluation, Brand Health Track, Dipstick, Usage & Attitude, Segmentation, Profiling, Campaign Evaluation, Brand lift studies** etc
- Helping clients find answers to their business questions through optimum research approach and presenting insights.
- Identify **ideal methodology**, provide oversight on the **data collection process and analytic work plan** to ensure all available information is generated to support business needs
- Evaluate the right research method – **Qualitative or Quantitative** to solve a business problem.
- Collaborate with teams of analysts, executives, leads & associates to ensure that projects are executed as per plan by helping/guiding them.
- **Handle external vendors** to implement consumer research and **control costs.**
- Prepare **Consumer Insights documents** focusing on learning at strategic level.
- Track record of extracting key insights and translating them into workable recommendations.
- Drew insights, proposed actionable recommendations and a plan of action to enhance agency relationships
- Worked with campaign managers to prepare marketing strategies for clients and helped in implementing them

3. Organization: Thakur Institute of Management Studies and Research (April'21-June'21)

To provide strong academic leadership and to lead, manage and develop the department to ensure it achieves the highest possible standards of excellence in all its activities.

Ass. Professor – Operations, Research and Marketing Department

- Responsible-Accountable for setting and advancing the academic strategy of the department in line with Faculty and University strategic plans & direction.
- Ensure the highest levels of quality, integrity and ethics in all research undertaken; create a dynamic and forward-looking research environment for both staff and students by publishing at least 3 research paper in international journal of repute.
- Ensure the best possible student experience through mentoring and to help each student to make the most of his or her ability and to enhance each student's quality of learning.
- To ensure that the department contributes to the general education of every student for whom it has responsibility and to promote an enthusiasm for academic study.

4. Organization: Nielsen India Pvt Ltd (Sep'12-March'21)

Associate Manager – Middle East Region

Mentored, guided, and trained a research team of 7 comprising of Team Leaders, Sr. Executives and Executives

- Strategically involved in the **development of products and services, defining targets, budgets, and goals for clients.**
- Worked closely with clients on **18 new product launches in the span of 5 years** across **7 categories** in middle east market particularly in Saudi Arabia
- Developed a short- and long-term business plan for the brand that addressed **product holes, new markets, distribution strategy and profit estimates.**
- Compiled and analyzed data to **measure the success of products** in test markets.
- Monitor market trends and to ensure the right message for the new product is delivered to the consumers.
- Keeping a track of **sales volume, revenue, items, and distribution records of key accounts handled.**
- Coordinate with other departments in making sure that new products launches are meeting clients' expectations, strategies and goal.
- **Responsible for major key accounts** and ensuring that **business goals** are achieved on quarter-to-quarter basis.
- Assisted with **product forecasting, budget tracking** and determining **sales expectations.**
- Handling various tools and software – **Retail Panel, Nielsen Answers, Decipher etc.**
- Represent the team to and communicate with the **relevant levels of management.**

Lead Analyst – Middle East Region

Providing direction, instructions, and guidance to a group of Sr. Executives and Executives for the purpose of achieving a common goal

- Identify sweet price spot for the sku(s) to be launched.
- Evaluate the best sales and distribution plan depending upon the return on investment.
- Oversee **product indemnity agreement** along with the legal team with various vendors and agencies.
- Identify the **suitable age group and consumption occasion** for the sku(s) to be launched.
- Work on **multicounty product launches** and understand its brand positioning strategy in different markets.
- **Oversee day-to-day operation** by delegating tasks, setting deadlines, and motivating team members.
- Clients - flexibility to accommodate any last-minute changes and **making logic checks** when preparing the report were appreciated.

Sr. Research Analyst – Europe Region

Partnering with BASES Global Offices on high stakes and high visibility projects to answer strategic business questions and provide consultative research reports with recommendations on insights, R&D and Marketing communication with direct implications on launch and brand positioning for FMCG majors.

- Independently handled Global projects of major FMCG clients and also received appreciation for providing rich innovation insights that were monumental in solving transformational plans.
- Recognized for handling tricky project from **Skin care-Nivea, Oats-Quaker, RB-Durex** that required untraditional/complex data collection techniques (Pics/diary), not only developed actionable and focused insights but also cracked the story on short timelines.
- **Handling end to end projects** right from onset – Questionnaire preparations, managing field work, analyzing the collected data, making quality checks and re-fielding if necessary.
- **Making sure that the demographic, gender and add-on quotas (if any) are achieved** in the right proportion for seamless analysis.
- Lead a team of around 6 associates from various fields such as consultative, sense research and innovation ops to create **Sensorial Database for entire Middle east region.**

Research Analyst- Europe Region

Providing high quality quantitative analytics that provides guidance on addressing clients' pertinent marketing issues in Asia and EU region

- **Build a good rapport** with CC team/POC which was evident on the projects for PepsiCo and J&J where **flexibility** to accommodate any last-minute changes and **making logic checks** when preparing the report were appreciated.
- Have undertaken responsibility of **mentoring new analyst** and bring them up to the mark thereby improving productivity and speed.
- Handling registration and feedback portal for entire department and solving problems related to the same.
- Explored new ideas to develop and improve team performance by **Europe Innovation 2K14**(opportunity to create a new process or provide a solution for a problem faced by the associates in their day-to-day activities) and **Greenhorn** (Innovative way of learning, un-learning, and re-learning)

5. Organization: AkzoNobel (Jan'12-Sep'12)

Sales Officer – Mumbai-Suburban Region

Responsible for the development & performance of all sales activities of Dulux paints particularly Exterior paints in Mumbai-Suburban region

- **Developing & implementing business plans & sales strategy** to ensure attainment of company objective to ensure **maximum growth & profitability.**
- **Achieve growth vis-a-vis targets** by executing the sales strategy. s
- Conduct in-depth **competitor analysis** and keeping abreast the **current market trends & building a strong product position in the market**
- Execute the **annual sales & marketing budget and ensure achievement of such budgeted figures**
- **Analyze & review the market response/ requirements & communicating the same to key stakeholders.**
- **Conceptualize & implement sales promotional activities such as painter/Dealers meet & demonstration as a part of brand building & market development effort.**
- **Build & Manage relationship** with dealers, ensure a personal rapport with different top dealers to ensure high level of satisfaction. Develop strategy for dealer network expansion and appoint new dealer

6. Organization: Adwallz (May'11-Dec'11)

Business Development Manager – India-North Region

Identifying and providing location-focused wall advertising powered by cutting-edge technology to companies and agencies to set-up their brand.

- **Planning, Budget optimization, Location mapping, monitoring execution and establishing Quality Control for various FMCG brands.**
- In-depth understanding of the target audience using various data sources to create appropriate brand awareness.
- Strive to create the best of **appropriate placements and premium quality wall visibility options.**
- **Managing and building an organized vendors & skilled painters' network** with ready technological access, permeating the remotest of country routes.

ACCOLADES ACHIEVED:

- **Selected for Floor Walk presentation with the CEO.**
- **Winner of Commercial Excellence '23 award.**
- Research chapter published in “Handbook of Research on Supply Chain Resiliency, Efficiency, and Visibility in the Post-Pandemic Era” –IGI Global - Chapter 8
- 1 Research paper published in ABDC journal – C category + 1 Research papers published in Scopus International Journal on digital marketing + 3 Research papers published in UGC-Care on subjects related to online shopping, capital structure and payment banks + Research paper presented at Indian Institute of Management
- 3 Simply Excellent Silver Awards and 5 Simply Excellent Bronze Awards + Nominated for employee of the year 2018 and Analyst of the Year Award 2017
- Recognition at Nielsen Innovation Global Townhall for showcasing exceptional brand-client commitment and consultative ability 2018.
- Best Presenter Award for showing exemplary presentation skills in the annual presentation league 2014.

CERTIFICATION COURSES COMPLETED:



Worked on below CPG (for representative purpose only)



Worked on below Brand Health Track, campaign evaluation and BLS (for representative purpose only)

