

# NEAL BHATTACHARYA

MARKETING EXECUTIVE



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FT. LAUDERDALE, FL 33301



## WORK EXPERIENCE

### PROFILE



Highly experienced Senior Team Leader with 21 years in Strategic Marketing and Product and Brand Development, seeking executive position in an open minded, collaborative cultured company, focusing on innovative product offerings and continued growth.

### EXPERTISE



- Marketing team leader
- New product launches
- Product champion
- Portfolio lifecycle management
- Top/bottom line focused
- Planning and analytics
- Brand development/positioning
- Advertising, media planning and corporate communication
- Creative and content development
- Customer focused
- Vendor development/relationship management
- Cross functional teams

### MANAGEMENT SKILL SET



- Innovative thinker
- Comfortable in white space
- Creative
- Collaborative mindset
- Team oriented
- Mentoring and coaching
- Empower/inspiring others

04/22

-

06/08

### Trividia Health Inc. / Ft. Lauderdale, FL

*Global developer, manufacturer, and marketer of advanced performance products for people and pets with diabetes. Key customers - Retailers (Walgreens, CVS, Walmart), Distributors (McKesson, Cardinal, Amerisource Bergen), Online (Amazon).*

- Sr. Director, Product Marketing; 04/2019 – 04/2022
- Director, Product Marketing; 06/2014 – 04/2019
- Sr. Manager, Product Marketing; 05/2011 – 06/2014
- Manager, Product Marketing; 06/2008 – 05/2011

### Vision

- Established future product roadmap based on thorough understanding of unmet Category needs, competitive set, business model feasibility and corporate fit.
  - Examples include next generation glucose monitoring (currently in development) and custom connected health solutions (under evaluation) both representing multibillion dollar market segments and double digit million dollar marketing opportunity for the company.
- Developed model for five and ten year plans incorporating current portfolio trends, product lifecycle forecasts, and future product pipeline.
- Served as marketing expert for corporate acquisition team tasked with helping to evaluate target company's product, capabilities and fit.
  - Two companies acquired leading to 90% product market share leadership in a segment and a new DTC channel of distribution for the company respectively (+\$7 MM)

### New Product Development

- Global product champion/team lead for new product development initiatives.
  - Launched over 100 SKU's earning almost \$200 MM in revenue.
  - Developed products familiar to company (medical device utilizing internal R&D increasing share 8%) products new to company (ex. CPG functional supplements, foods and skin care; partnering with startups and inventors) and launched products for new channels (ex. Animal Health).
- Created all specifications for new products including product attributes, branding, look and feel, positioning, claims, messaging, pricing, packaging, and artwork.

## EDUCATION



1999-2001

### **MBA – Marketing**

Purdue University - Krannert Graduate School of Business Administration.

1996-1997

### **MA - Biology**

Washington University

1991-1995

### **BS - Biology**

Emory University

## LINKEDIN



<https://linkedin.com/in/neal-bhattacharya-65ba3a1>

## WORK EXPERIENCE



### Trividia Health Continued...

#### *Strategy and Planning*

- Led yearly marketing plan (and budget) incorporating multiple inputs including category insights, competitive analysis, various market research initiatives and KOL panel feedback.
- Led strategy to drive new and current business, evaluating and executing efficient tactics (e.g. inbound/outbound digital marketing, promotions, PR, tradeshow) to address the consumer, healthcare professional and customer.

#### *Corporate Team Leadership*

- Developed global corporate messaging, communications and presentations for customers, investors and vendors designed to differentiate company and communicate vision.
- Led branding team designed to rename company after last acquisition using market research, linguistics search and trademark search resulting in the Trividia Health name.
- Thought leader serving as marketing expert on multifunctional teams (project, channel, international, customer, sales, agencies and vendors) designed to establish direction that generates growth opportunities.
- Responsible for developing content/messaging for CEO and executive team for board of director meetings.

05/08  
-  
04/06

### New Product Manager

**Covidien/** King of Prussia, PA

- Launched 97 new sku's transitioning product from the medical space to the retail shelf, resulting in an incremental \$16 MM in revenue at a combined 70% margin for the Retail Division typically used to single digit margin private label products.
- Called on key accounts such as Walmart, Target, Walgreens, CVS, Rite Aid, Cardinal Health, Amerisource Bergen, and McKesson Drug to present portfolio and gain distribution.

### Associate Brand Manager

**Novartis** (Ciba Vision)/ Duluth, GA 03/04-3/06

### Associate Brand Manager

**Rexall Sundown/** Boca Raton, FL 09/02-07/03

### Assistant Brand Manager

**Kimberly-Clark/** Neenah, WI 07/01-09/02

### Marketing Intern

**DuPont/**Wilmington, DE 05/00-9/00