

EFPM 2021

Name: Abhishek Yellepeddy

Area: Marketing Management

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Educational

Qualifications: Abhishek is a BTech and MTech (dual) graduate in Infrastructural Civil Engineering from IIT Madras. He holds Executive Post Graduate Diploma in Management for Executives (IPMX Program) from IIM Lucknow

Overall Experience: 10+years since 2020

Present Employment: He works at Novartis Healthcare as a Manager, Business Analytics. He supports stakeholders through problem solving via data in the areas of marketing and sales effectiveness.

Profile Summary: Abhishek is a result-driven, and a hard-working professional. He is adept at data related skills and has worked on a wide variety of business problems like segmentation, Field force sizing, Field force KPI design, Analytics Dashboards design, Sales force targets formulation predominantly in the pharmaceuticals sector. In his product management roles, he was solving problems in the areas of advertising and Artificial Intelligence applications in the Healthcare sector.