

# Kriti Pachauri



**NATIONALITY-** Indian

**E-MAIL:** [kritipachauri@gmail.com](mailto:kritipachauri@gmail.com)

**Professional Objective:** Seeking position as a consumer behaviour researcher with expertise in decision-making studies

**Research Interest:** AI, Healthcare, Decision-Making and Adoption

## **EDUCATIONAL BACKGROUND**

Sr No.	Details of Exam	Subjects	Institute	Board	Year	Percentage / CGPA
i	PGDM	Pharmaceutical Management	IIHMR (Institute of Health Management and Research)	Autonomous University	2012	3.07
ii	B. Sc (Hons)	Biotechnology	Banasthali University	Autonomous University	2010	71% (First-class)
iii	Senior Secondary (12 <sup>th</sup> )	Physics, Chemistry, Biology, Maths, Social Sciences, Computers, English and Hindi	St. Anthony's Junior College	ISC	2006	79%
iv	High School (10 <sup>th</sup> )	Physics, Chemistry, Biology, English and Hindi	St. Anthony's Junior College	ICSE	2004	79%

## **VOLUNTEER RESEARCH ASSISTANTSHIP**

(December 2020- Present)

- Supporting Dr. Hilke Plassmann, Octachair at INSEAD and her team in Germany on multi-country study related to impact of COVID-19 on mental health; primarily stress
- Working with Dr. Abhishek Borah, Assistant Professor, Marketing at INSEAD on various projects related to keyword analysis from Finance and Marketing industry
- Collaborated with Dr. Francesca Bonetti, Lecturer at University of Arts London on keyword analysis in fashion industry

## **PUBLICATION**

- **Co-authored Paper:** Pharmacogenomics - A Boon For Chronic Diseases  
International Journal of Pharma and Bio Sciences Volume 2 Issue 2, 2011 (April - June), Pages: 423-430
- **Co-authored Paper:** with on adaption of smartwatch technology using Diffusion Innovation Theory with Dr. Abdulaziz, Professor, Libya University- *Under Peer Review*

## **RESEARCH and PAPER PRESENTATION**

- Collaborated with Ranbaxy on a primary study 'To understand the molecular prescription shift among topical imidazoles and allylamines' in February 2011
- Paper Presented on 'Effect of Promotional Offerings on Consumer Purchase Decision: A study on Fruit and Vegetable Juices' at FOBE 2011- International Conference on Facets of Business Excellence

## **TRAININGS and INTERNSHIP**

- Summer Internship at Ranbaxy on ‘Perception Mapping on Dermatological Products’ in 2011
- Summer Trainings at National Jalma Institute for Leprosy & Other Mybacterial Diseases in 2008 and 2009

## **PROFESSIONAL EXPERIENCE**

- A seasoned research and marketing professional with more than 10 years of experience in planning, strategizing and analyzing marketing initiatives.
- Experience in working with different industries- pharmaceutical, healthcare, entertainment, communications, hospitality, CPG, technology and finance
- Provided solutions to high-profile brands from diverse sectors like Hospitality (Marriott), Telecommunications (Huawei), Pharmaceutical (Pfizer, Boehringer Ingelheim, Genentech etc.), Insurance (UHG), E-commerce/ Content Publishing (Alibaba group), Beverage (William Lawson), SAAS platform (Infoedge) etc.

## **PROFESSIONAL ACHIEVEMENTS**

- Spearhead Digital Campaign for a National Conference of more than 60+ bureaucrats and industry leader speakers.
- Developed repeatable process for activating and measuring high profile B2B and B2C campaigns (digital and experiential) of a budget up to \$5M, that supported business development and sales activities
- Led cross-functional team of 7 members comprising designers, creative writers and analysts to develop brand visibility integrated campaigns
- Built and managed brand image and thought leadership for C-Suite Executives

## **RESEARCH- ORIENTED TECHNICAL SKILLS**

### **SURVEY DESIGN TOOLS**

- Qualtrics
- Survey Monkey
- Google Forms

### **EXPERIMENT DESIGN TOOLS**

- SPSS

### **SURVEY REPORTING TOOLS**

- MS- Word, PowerPoint and Excel
- Tableau

## **EXTRA- CURRICULAR ACTIVITIES**

- Sub-committee member of a National Conference ‘Pradhanya’ in 2010
- Participated in debate competition organized by R.A.Poddar Institute of Management in association with BOSCH in 2011

## **DECLARATION**

I do hereby state that all the details mentioned above are accurate to the best of my familiarity and confidence.

Name: Kriti Pachauri

Date: 12-09-2021