

SANGEETHA VENKATARAMANI

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MARKETING EXECUTIVE AND EDUCATOR

Very disciplined and decisive marketing professional and a passionate educator. A strong advocate of creative approaches and strategies to achieve goals and to enhance learning. Expert in marketing, with an in-depth understanding of both qualitative and quantitative market research. Extensive experience in conducting in-house research and managing vendors. Problem solver. Considerable experience teaching a variety of marketing courses at the university level.

CORE COMPETENCIES AND SKILLS

- Team Management & Leadership
- Business, Consumer, Market Insights
- Qualitative & Quantitative market research
- Vendor management
- Business/ Marketing Strategy
- Competitive & Market intelligence
- Product & Brand positioning
- Market segmentation
- Problem solving
- Excellent oral & written communication
- Strategic planning & execution
- Market Analytics & metrics
- Survey methods (Qualtrics, Survey Monkey)
- Data Visualization
- Integrated marketing communication strategy
- Social media & web analytics
- Advanced Statistical methods & tools
- Dashboards
- Projections and forecasts
- Salesforce.com

AWARDS AND RECOGNITIONS

UNIVERSITY OF ARIZONA | Tucson, AZ

- ◆ Eller College Students' Choice Award for Marketing Faculty Spring 2022
- ◆ Eller College Students' Choice Award for Professional Guidance Instructor Fall 2021
- ◆ Team Award for Excellence Spring 2021

CAREER HIGHLIGHTS

UNIVERSITY OF ARIZONA | Tucson, AZ

Lecturer of Marketing and Assistant Marketing Department Head • Jul 2021 – Current

- ◆ Build and teach courses for the Marketing Department
 - *Undergrad courses* developed and taught: Marketing Analytics | Consumer and Buyer Behavior | New Product Management | Sales Communication
 - *Online MBA courses* developed and taught: Digital and Social Media Marketing
 - *Executive Education* courses developed and taught: Marketing Communications
 - *Summer Marketing Minor Program* developed and taught: Integrated Marketing Communications
 - Workshops conducted: *Salesforce.com* for MSM students | *Hootsuite* for Tech Core
- ◆ Aid in Course Scheduling
- ◆ Manage Department Events, such as Summer and Winter graduation and Career-Related events
- ◆ Support safe and effective department operations
- ◆ Responsible for Teaching Assessments and Program Evaluation

- ◆ Responsible for the Undergraduate BSBA Program

Lecturer of Marketing and Director of Marketing Minor Programs • Aug 2019 – Jun 2021

- ◆ Build and teach courses for the Marketing Department. Courses taught: Marketing Analytics, Buyer Behavior, Product Management.
- ◆ Handle enrollment of students for the Marketing Minor program.
- ◆ Supervise and manage the Summer Marketing Minor program.

SYNCARDIA SYSTEMS | Tucson, AZ

Marketing Insights and Strategy Manager • Jan 2019 – Jul 2019

- ◆ Oversee and supervise all social and digital marketing initiatives for the organization. Manage all internal, external and marketing communications with stakeholders, and handle all press releases and media related activities.
- ◆ Manage all direct vendor relations pertaining to website creation, maintenance and social media.
- ◆ Own and supervise all market research conducted by the organization.
- ◆ Oversee Salesforce CRM implementation and adoption.
- ◆ Supervise the annual and quarterly forecast process and establish marketing metrics to assess performance.
- ◆ Set goals and compensation metrics for sales and clinical representatives.
- ◆ Supervise marketing initiatives and promotional events to increase awareness of the organization and the products.

Business Insights and Strategy Manager • Jul 2018 – Jan 2019

Implemented and managed Salesforce CRM. Owned all market research and insights in the organization. Presented results of worldwide primary market research results to the management on brand perceptions and barriers to adoption, and played a critical role in initiating marketing and business strategies to foster growth and improve adoption. Managed development of a forecasting model based on trends, marketing initiatives, internal processes etc. to proactively address equipment and device shortages for the S&OP process.

- ◆ Manage all vendor relationships pertaining to website creation and maintenance, and social media. Oversee all marketing communications internally and externally.
- ◆ Support the generation of business, market and consumer insights, including market research and competitive intelligence.
- ◆ Develop insights and actionable solutions to implement strategies for achieving successful outcomes.
- ◆ Supervise the annual forecast process and direct the development of strategic plans to support ongoing and new initiatives.
- ◆ Strategize CRM implementation and supervise adoption.

Research Analytics and Data Specialist • Jul 2014 – Jun 2018

- ◆ Responsible for generating insights about business, competitors and market using primary research and secondary data to address key business issues.
- ◆ Responsible for identifying market trends and making forecasts.
- ◆ Establish KPIs to assess and measure organizational performance over time.
- ◆ Identify and segment markets in order to grow sales.

- ◆ Collaborate with cross functional teams, and develop and assess performance metrics to improve efficiency and outcomes.
- ◆ Responsible for generating marketing insights through social media and web analytics.
- ◆ Set goals for global sales teams based on market conditions and potential for territory growth.
- ◆ Generate regular competitive and market intelligence reports to benchmark performance.
- ◆ Conduct all advanced statistical analysis for FDA submissions.
- ◆ Create reports for various aspects of business for stakeholders on a regular basis, and set up dashboards using salesforce for the sales teams and other departments.
- ◆ Manage external agency and vendor relationships, determine the objectives and manage implementation of projects.

INSTITUTIONAL SERVICE COMMITTEES

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| ◆ Marketing Scholarships Committee | Fall 2021 – Current |
| ◆ Undergraduate Studies Committee | Fall 2021 – Current |
| ◆ MKTG Undergraduate and Assessment Committee | Fall 2021 – Current |
| ◆ Admissions Appeal Committee | Spring 2020 - Current |
| ◆ Staff Hiring Committee (Administrative Assistant II) | Fall 2021 |
| ◆ Advising Eller Professional and Sales Committee | Fall 2021 |

CERTIFICATIONS

- ◆ High Performance Leadership Program, Cornell Executive education

EDUCATION

- PhD in Marketing:** University of Arizona, Eller College of Management (April 2015)
Master's in Business Administration: Loyola Institute of Business Administration, India (2005)