



NEHA VITHALDAS

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Sex: Female | **Date of Birth:** 01-04-1988 | **Nationality:** Indian | **Passport Number:** Z7919527

PROFILE SUMMARY

- Over a decade of expertise in brand management, marketing strategy driving impactful results across global markets.
- Successfully led the development and execution of a €2bn brand portfolio, ensuring market relevance and consumer-centric innovation across Europe.
- Orchestrated global communication campaigns, including TV, digital, and e-commerce strategies, to sustain brand equity during major events like UEFA Euro 2024.
- Directed end-to-end product development, from ideation to market launch, delivering innovative solutions that resonate with consumers.
- Leveraged data analytics and digital marketing to enhance consumer engagement, drive revenue growth, and optimise marketing strategies.
- Strong leadership in managing cross-functional teams across multiple geographies, ensuring strategic alignment and consistent brand messaging.
- Developed and executed strategic plans aligned with business goals, resulting in significant market penetration and category growth.

PROFESSIONAL EXPERIENCE

Apr 2022 – Apr 2024	Global Brand & Category Strategy Unilever, London
Jan 2023 – Apr 2024	Personal Care Business (Dove Deodorants) – Global Branding
	<ul style="list-style-type: none">• Directed the comprehensive development of a €2bn brand portfolio, overseeing every aspect from ideation to full mix development, ensuring products met the highest standards of consumer-centric innovation and market relevance.• Orchestrated the launch of integrated global communication campaigns, encompassing TV commercials, digital marketing, influencer collaborations, and e-commerce strategies. These were pivotal in sustaining substantial brand equity during the UEFA Euro 2024.• Spearheaded the development of new product launches valued at \$2 billion, focusing on consumer-centric approaches from ideation to full mix development, including portfolio redesigns.• Collaborated closely with European market teams to ensure alignment in brand messaging and strategic initiatives, maintaining consistency and resonance across diverse consumer bases in UK, Ger, IT & Fra as key markets, and the rest of Europe.
Apr 2022 – Dec 2022	Home Care Business – Category Strategy
	<ul style="list-style-type: none">• Drove strategic category expansion by identifying growth opportunities in key European markets and strategically targeting white spaces to ensure robust category development and market penetration.• Crafted and implemented forward-thinking market strategies, which significantly bolstered the category's presence, aligning with long-term business goals and adapting to shifting consumer trends.
Jan 2021 – Feb 2022	Marketing & Business Strategist Consulting, London
	<ul style="list-style-type: none">• Developed and executed marketing strategies, leading to significant revenue growth during the COVID-19 pandemic for various clients.• Enhanced global presence for Age Care Technologies by strengthening their relationship management and thought leadership.
Feb 2018 – Dec 2020	Employer Branding Unilever, Mumbai, India
	<ul style="list-style-type: none">• Designed and launched flagship recruitment campaigns, resulting in the successful hiring of 70+ top talents across various levels, improved efficiency by 22% through AI-driven analytical dashboards, and conducted market research to map senior industry executives.• Standardised job descriptions and enhanced onboarding across India, Sri Lanka, and South Africa, driving improved talent acquisition and retention.

Jul 2013 – Jan 2018	Consultant Amazon, Zee Media, Shell, Silk, India				
	<ul style="list-style-type: none"> Delivered cost savings of ₹5M by identifying technical training needs and developing targeted programs. Managed implementing a performance management system, including succession planning and senior leadership development. 				
EDUCATION					
2022	MBA in Strategy Aston University, United Kingdom				
2013	MBA in Business Management Met Institute of Management, India				
2011	Bachelor's in Computer Engineering KJ Somaiya, India				
CERTIFICATION					
	<ul style="list-style-type: none"> Mergers & Acquisitions LinkedIn 2022 Project Management Skills for Leaders LinkedIn 2022 Strategic Thinking LinkedIn 2022 Certified Scrum Master Scrum Alliance 2017 CMI Level 7 Strategic Management and Leadership Practice Chartered Management Institute 				
LANGUAGE SKILLS					
Mother Tongue	Please Provide				
Other Language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken in Interaction	Spoken in Production	
English	C2	C2	C2	C2	C2
German	A1	A1	A1	A1	A1
AREAS OF EXPERTISE					
	Strategic Planning & Execution Leadership & Cross-Functional Team Collaboration Consumer-Centric Innovation Stakeholder Management Global Brand Management Market Penetration & Expansion Talent Acquisition & Development Budgeting & Financial Management Communication & Presentation Innovation & Creativity Analytical Thinking Attention to Detail Business Strategy Marketing Strategy Innovation Management Creative Thinking Problem-Solving Intrapreneur Outlook Leadership Team Management Coaching and Mentoring Team Collaboration Methodical Transformation Negotiation				
TECHNICAL ACUMEN					
	<ul style="list-style-type: none"> Brand Portfolio Management Integrated Marketing Communications (IMC) New Product Development (NPD) Market Research & Analysis 		<ul style="list-style-type: none"> Digital Marketing & E-commerce Change Management (SWITCH Framework) Performance Management Systems Data-Driven Marketing 		