

NIHARIKA GOEL

Darla Moore School of Business
University of South Carolina
1014 Greene Street
Columbia, SC 29208
USA

EDUCATION

Darla Moore School of Business, University of South Carolina entered Spring 2017
Columbia, SC, USA

Ph.D. in Business Administration
Marketing concentration

S. P. Jain Institute of Management and Research 2010-2012
Mumbai, India

Master of Business Administration
Marketing concentration

Guru Gobind Singh Indrapastha University 2005-2009
Delhi, India

B.Tech Engineering
Electronics and Communication concentration

RESEARCH INTERESTS

Aesthetics; Consumer to consumer interaction

PROFESSIONAL EXPERIENCE

Organization: Pathdoor Medical Solutions Pvt. Ltd.
Bangalore, India

Health Start-up: Co-Founder & MD

May'14- Dec'15

Project scope: Systematizing the diagnostic lab market by enabling patients to compare and book lab tests at a discounted price & avail free home sample collection service

- Steered company's business development activities (such as market research- gap analysis) by leading a team of 15 employees: Introduced best practices to increase Operational effectiveness and Customer experience
- Venture featured on various media platforms: 'Pitch'- Bloomberg (Telecasted on TV), Economic Times, Indian Express, The Hindu

Organization: Wipro Enterprises Ltd.
Bangalore, India

Wipro Enterprises Sales Department: Assistant Manager

Oct'13- Mar'14

Project scope: Servicing 4 major **Key Accounts** in **Modern Trade** in terms of visibility, listing new SKUs, sales data tracking and payment

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- Actively involved in **revenue projection, contract negotiations** & demand generation as part of managing service line operations & growth
- Devised innovative and cost effective means of **visibility** for MT and introduced **Planogramming strategy** for Yardley deodorants, India

Organization: L'Oreal India Private Ltd.

Mumbai, India

L'Oreal Paris Marketing Department: Management Trainee

Jul'12– Jul'13

Project scope: Competitive analysis of **L'Oreal Paris** with respect to assessing effectiveness of **merchandising**

- Conceptualized **new pan India Planogramming strategy** for haircare category in L'Oreal Paris for MT and GT (adopted)
- Analyzed **pre & post effects** of merchandising on sales volume in L'Oreal Paris & provided successful recommendations for **POP**

Regional sales office (Bengaluru): Management Trainee

Jul'12– Jul'13

Project scope: Managing **multiple distributors** as a **Business Development Executive** to increase sales and counter channel bifurcation

- Achieved **sales growth** of 12% by gap analysis at the distributor point & **technologically re-aligning** the sales process
- **Key account management:** Generated 8% revenue growth in Star beat outlets through effective **customer engagement**

Maybelline Marketing Department: Autumns Intern

Sep'11 – Nov' 11

Project scope: Designing a Selling Strategy for Maybelline New York in India

- **Market research:** Identified and **segmented Maybelline-NY customers** and analyzed their corresponding **buying behavior**
- **Designed new BA selling strategy** across identified customer segments, conceptualized new BA training material

ACADEMIC ACHIEVEMENTS

- **Patent application (Health Care):** Niharika Goel, 2013 “Apparatus that analyses physical dynamics of the environment & proactively modulates and/or suppresses specific responses of a subject to environmental stimuli, the system and methods thereof.” **Indian Patent Application 406/CHE/2013**, filed January 2013. Patent Pending.
- **Cisco certified CCNA** (module 1 and 2); **Gold Medalist in 2005** for securing highest marks in Computer Science (Class XII)
- Recipient of **Scholarship** instituted by Vaish Aggrawal Sabha in Class X; **Secured rank 1 among 240 students** in Class IX

POSITIONS OF RESPONSIBILITY

- **Creative Head, SPJIMR Academic Conclave' 11:** Led a team of 20 for the event which attracted 43 speakers & 400+ corporate guests -Designed the **Fest Logo, brochure, banners, posters, standees** instrumental for creating publicity for the event.
- **Core team member, Lock Stock Trade'11:** Led a team of **30 people** at SPJIMR in organizing 3

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events spanning **3 cities** across India

-Raised sponsorship of Rs. 1.3 Lakhs single handedly from Next Big Idea: Entrepreneurship initiative by **IIM Bangalore**

- Elected as **General Secretary, IEEE** student branch, BVCOE among more than 100 participants for the year 2008-2009

EXTRA CURRICULAR ACTIVITIES

- **Accomplishments in Painting**

-Won **International level award** at Avantika Intl, **1st prizes** in Anugoonj, Virus 2k7, Computerend; **Gold medals** in Kaleidoscope'03, '01

-**Paintings selected for exhibition** in Chaos (annual cultural festival: **IIM A**), **Lalit Kala Academy** and **AIFACS Art Gallery**

- **3rd prize** in Weave the Web, **IIM-A: a Social Media marketing** competition wherein the products were marketed to around **3000** people
- **2nd prize in Debate (inter-college)** at **Delhi College of Engineering** on the applicability of **Gandhian principles** in today's society

DEVELOPMENT OF CORPORATE CITIZENSHIP (DOCC)

Delhi, India

The Kalgidhar Trust

Mar '11 – Apr '11

Project scope: To devise **branding strategy** for NGO, **raise donations** and **increase awareness** of **problems plaguing youth of Punjab**

- **Developed** pan India **branding strategy** by **creating awareness** about Punjab's problems: created content for pamphlet, website, video

Achievement: Project pitched in front of **Mr. Vinod Khosla**, Silicon Valley; **Mr. GM Rao**, GMR group and **Mr. Montek Singh Ahluwalia**.