

IIHMR UNIVERSITY, JAIPUR
EVENT OUTCOME REPORT
Master Class Episode 50

“Master Class Episode 50”
Topic: - “First 100 Days as a Brand Manager / Executive”.
Date: 22 nd July 2022 from 05.00 PM to 06:00 PM
Venue: - Offline
Speaker: - Mr. Harish Tiwari, Senior Marketing Manager, Biocon Biologics, Bengaluru.
Number of participants: - 50
Introduction: - This session featured: Mr. Harish Tiwari, Senior Marketing Manager, Biocon Biologics, Bengaluru. The event was moderated by Dr. Saurabh Kumar, Dean -SPM and the Student coordinator is Mr. Anshu Aman MBA PM Batch 13.
<p>Objective: To establish a strong foundation for long-term brand success by understanding the market, aligning with organizational goals, building key relationships, and delivering impactful short-term wins that demonstrate strategic thinking, leadership, and brand stewardship.</p> <p>Key Focus Areas Within the Objective:</p> <p>Understand the Brand and Market Landscape</p> <ul style="list-style-type: none">• Analyze brand positioning, target audience, competition, and performance metrics.• Gain clarity on the brand’s vision, mission, and strategic objectives. <p>Align with Cross-Functional Teams</p> <ul style="list-style-type: none">• Build relationships with sales, marketing, medical, regulatory, finance, and supply chain teams.• Understand how each function contributes to the brand's success. <p>Develop a Strategic Brand Action Plan</p> <ul style="list-style-type: none">• Set clear short-term and mid-term goals aligned with KPIs.• Prepare for upcoming brand plans, product launches, or marketing campaigns.
<p>Salient Novel Points Covered:</p> <p>The Salient Novel Points of "First 100 Days as a Brand Manager / Executive", focusing on unique and impactful strategies to succeed in this critical early period:</p> <p>Deep-Dive into Brand DNA</p> <ul style="list-style-type: none">• Study the brand's history, purpose, values, tone, and legacy.• Understand how the brand has evolved and how it's perceived by internal and external stakeholders.

Market and Competitor Immersion

- Perform a SWOT analysis of your brand and key competitors.
- Analyze competitor communication strategies, not just product features.

Field Immersion with Sales Teams

- Join field force for doctor visits or customer interactions.
- Gather real-time insights from doctors, pharmacists, and patients to bridge marketing with frontline reality.

Leverage Internal Brand Ambassadors

- Identify motivated team members who can help champion brand initiatives across departments.
- Builds momentum and creates alignment without hierarchy.

Role: The first 100 days in a brand management role are critical for setting the tone, building credibility, and laying a strategic foundation for the brand's success. Here's a clear breakdown of the role this period plays:

Foundation Building for Long-Term Brand Success

- Establish a deep understanding of the brand, market dynamics, customer needs, and internal processes.
- Set the groundwork for a strategic brand plan aligned with organizational goals.

Relationship Building and Cross-Functional Alignment

- Develop strong working relationships with:
 - Sales and marketing teams
 - Medical and regulatory affairs
 - Finance, supply chain, and digital teams

Strategic Insight Gathering

- Analyze:
 - Market trends and competitor behavior
 - Brand performance data and customer feedback
- Provides the insight needed **for data-driven decision-making** and identifying growth opportunities.

Brand Audit and Gap Identification

- Review all brand assets, communications, and positioning.
- Spot inconsistencies, outdated materials, or opportunities for immediate improvement.

Challenges and Opportunities:

Challenges

1. Information Overload

- New brand managers must quickly absorb vast amounts of data (sales, market trends, product knowledge, regulations).

2 Unclear Expectations

- Role responsibilities may not be clearly defined at the start.
- Pressure to deliver results quickly while still learning the brand and company culture.

3. Building Credibility

- Establishing trust with senior leaders, sales teams, and cross-functional departments takes time.
- Missteps in early communications can undermine perceived leadership potential.

4. Cross-Functional Complexity

- Collaborating with multiple stakeholders (Sales, Medical, Regulatory, Supply Chain) who may have different agendas or timelines.
- Navigating organizational politics and alignment challenges.

Opportunities

1. Fresh Perspective

- A new manager brings fresh eyes and can question legacy practices.
- Opportunity to identify and suggest innovative solutions or process improvements.

2. Quick Wins to Build Momentum

- Launching a low-cost, high-impact campaign or improving sales materials can build early credibility.
- Opportunity to show initiative and leadership early on.

3. Strategic Relationship Building

- First impressions matter — it's a great time to build alliances with key influencers in sales, medical, and senior management.
- These relationships are vital for long-term success.

4. Data-Driven Decision Making

- Leverage available data to make informed and impactful decisions.
- Early demonstration of analytical thinking builds trust with leadership.

Q &A and Interactive Discussion:

Objectives

- Understand the importance of the first 100 days in shaping brand and personal success
- Discuss real-world challenges and opportunities faced in this phase
- Share experiences, strategies, and practical tips

Personal Reflection & Sharing (10–15 mins)

Prompt:

“Based on what you’ve learned, what will you do differently in your first 100 days as a brand manager?”

Participants can write down:

- 3 priorities

- 2 people to build relationships with
- 1 immediate action they'd take

Optional Tools to Use

- Templates for 30-60-100 day plans
- Brand audit checklists
- Digital boards for collaboration
- Pre-made case studies to analyze

Future Scope:

Future Scope of "First 100 Days as a Brand Manager / Executive"

The concept of the first 100 days is evolving beyond just onboarding — it's becoming a strategic leadership phase with long-term impact. Here's how its scope is expected to grow in the future:

Institutionalized Onboarding Frameworks

- Companies will formalize **100-day onboarding roadmaps** as part of brand manager induction.
- Expect structured training in:
 - Brand strategy
 - Cross-functional collaboration
 - Market access and compliance

Data-Driven Decision Onboarding

- Use of **AI-powered dashboards** to help new managers:
 - Understand performance trends
 - Predict customer behavior
 - Identify brand gaps faster
- Personalized onboarding using **data analytics** will become standard.

Focus on Stakeholder Mapping & Influence Building

- Soft skills will be core:
 - Building trust
 - Managing cross-functional teams
 - Gaining internal alignment
- The 100-day period will be a benchmark to evaluate **collaboration and communication skills**.

Inclusion in Leadership Development Pipelines

- Performance during the first 100 days will serve as an early indicator for:
 - High-potential talent
 - Future marketing heads or BU leaders
- Organizations will invest in grooming early achievers for leadership tracks.

The future scope of the first 100 days as a brand manager will move beyond basic orientation. It will evolve into a strategic, tech-enabled, and leadership-centric phase that sets the trajectory for both brand success and career growth.



First 100 Days as a Brand Manager/Executive



Friday, Jul 22, 2022



5:00 PM to 6:00 PM (INDIA)



SPEAKER

Mr. Harish Tiwari
Senior Marketing Manager,
Biocon Biologics, Bengaluru



MODERATOR

Dr. Saurabh Banerjee
Dean SPM
IIHMR University, Jaipur



**STUDENT
COORDINATOR**

Mr. Anshu Aman
MSA-PM, Batch 13,
IIHMR University, Jaipur

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Master Class Episode No. 50

Date: 22/07/2022 (05:00 PM to 06:00 PM)

Attendance Sheet

Sr. No.	Students Name	Stream with Batch	Sign
1	Anshu Aman	MBA PM Batch 13 (2021-23)	Anshu
2	Arkaprabha Pal	MBA PM Batch 13 (2021-23)	Ar. Pal.
3	Arpita Bhardwaj	MBA PM Batch 13 (2021-23)	Arpita
4	Atika Naushad	MBA PM Batch 13 (2021-23)	Atika
5	Avinash Patnaik	MBA PM Batch 13 (2021-23)	Avinash.
6	Ayush Tiwari	MBA PM Batch 13 (2021-23)	Ayush.
7	Ayushi Singh	MBA PM Batch 13 (2021-23)	Ayushi
8	Binita Lahiri	MBA PM Batch 13 (2021-23)	Binita.
9	Darshan Chhajed	MBA PM Batch 13 (2021-23)	Darshu.
10	Divyansh Chauhan	MBA PM Batch 13 (2021-23)	Divyansh
11	Dnyan Gawande	MBA PM Batch 13 (2021-23)	Dnyan
12	Faizan Kadiwala	MBA PM Batch 13 (2021-23)	Faizan.
13	Harshit Manav	MBA PM Batch 13 (2021-23)	Harshit.
14	Hinal Jain	MBA PM Batch 13 (2021-23)	Hinal.
15	Injamul Haque	MBA PM Batch 13 (2021-23)	Injamul
16	Jaibhagwan	MBA PM Batch 13 (2021-23)	Jai.
17	Kanika Birla	MBA PM Batch 13 (2021-23)	Kanika
18	Ketaki Dongare	MBA PM Batch 13 (2021-23)	Ketaki
19	Kinnari Rathod	MBA PM Batch 13 (2021-23)	Kinnari
20	Komal Bhauso Bhintade	MBA PM Batch 13 (2021-23)	Komal
21	Koushik Ghosh	MBA PM Batch 13 (2021-23)	Koushik
22	Kundan Kumar	MBA PM Batch 13 (2021-23)	Kundan
23	Laxmikanta Lenka	MBA PM Batch 13 (2021-23)	L. Lenka.
24	Manish Sardana	MBA PM Batch 13 (2021-23)	Manish
25	Mayansh	MBA PM Batch 13 (2021-23)	Mayansh
26	Milan Khunti	MBA PM Batch 13 (2021-23)	Milan
27	Mustafa	MBA PM Batch 13 (2021-23)	Mustafa

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28	Muzammel Ali Ahmed	MBA PM Batch 13 (2021-23)	<u>Mr. Ali</u>
29	Niraj Kumar	MBA PM Batch 13 (2021-23)	<u>Niraj</u>
30	Nirali ben Patel	MBA PM Batch 13 (2021-23)	<u>Nirali</u>
31	Niyati Talwar	MBA PM Batch 13 (2021-23)	<u>Niyati</u>
32	Param Kaila	MBA PM Batch 13 (2021-23)	<u>Param</u>
33	Piyush Shukla	MBA PM Batch 13 (2021-23)	<u>Piyush</u>
34	Praful Sen	MBA PM Batch 13 (2021-23)	<u>Praful</u>
35	Pranjal Rakesh Singh	MBA PM Batch 13 (2021-23)	<u>Pranjal</u>
36	Prem Agrawal	MBA PM Batch 13 (2021-23)	<u>Prem</u>
37	Prince Kumar	MBA PM Batch 13 (2021-23)	<u>Prince</u>
38	Prince Rana	MBA PM Batch 13 (2021-23)	<u>Prince</u>
39	Rakhi	MBA PM Batch 13 (2021-23)	<u>Rakhi</u>
40	Rishi Singh	MBA PM Batch 13 (2021-23)	<u>Rishi</u>
41	Ritik Tatia	MBA PM Batch 13 (2021-23)	<u>Ritik</u>
42	Rohit Yadav	MBA PM Batch 13 (2021-23)	<u>Rohit</u>
43	Sachin Kumar	MBA PM Batch 13 (2021-23)	<u>Sachin</u>
44	Sakshi Bohra	MBA PM Batch 13 (2021-23)	<u>Sakshi</u>
45	Sakshi Verma	MBA PM Batch 13 (2021-23)	<u>Sakshi</u>
46	Samiksha Ram	MBA PM Batch 13 (2021-23)	<u>S. Ram</u>
47	Sankalp Sapkal	MBA PM Batch 13 (2021-23)	<u>Sankalp</u>
48	Satakshi Pathak	MBA PM Batch 13 (2021-23)	<u>Satakshi</u>
49	Satyam Gupta	MBA PM Batch 13 (2021-23)	<u>Satyam</u>
50	Saurabh	MBA PM Batch 13 (2021-23)	<u>Saurabh</u>
51			
52			
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