



Devarun Ghosh

Innovator - Strategist - Marketer With 15+ Years of Global career developed In B2C & B2B

Cologne, Germany

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Languages

Arabic (Basic)

Bengali (Native)

English (Fluent)

German (Work Proficiency)

German (Basic)

Hindi (Fluent)

Japanese (Basic)

About

International experience of more than 15 years of value creation in diverse consumer-oriented markets

Solid track record in strategic steering of B2C & B2B businesses

Passionate about cross-functional stewardship

Aspirant for global leadership roles

Global education pedigree

BRANDS WORKED WITH

BASF

L'Oréal

Marico Limited

Procter & Gamble

Experience



● Marketing Director, BASF Personal Care Solutions

BASF | Jun 2018 -

- Led & built a diverse team of 10 marketing professionals across US, France, China & Germany
- Reshaped regional market development strategy around sustainable product innovation, complementary digital offerings and open innovation partnerships in partnership with cross-functional stakeholders
- Sponsored more than 70 innovation projects – incremental & disruptive by design, deployed across categories with global scope, resulting in incremental topline ~ €150M
- Prioritized and evaluated Merger & Acquisition opportunities in Brazil, Japan, China across value chain



● Senior Business Consultant

BASF | Aug 2017 - May 2018

- Analyzed future portfolio development for BASF's 'nutrition and care' business (~7 Bn Euro)
- Developed strategic growth plans for key business divisions (esp Care Chemicals) & regional priorities (esp Asia)



● Senior Innovation Manager

Marico Limited | Jan 2015 - Jun 2017

- Developed new products for brand Parachute that sustained \$20M business in GCC: profiled consumer needs and identified portfolio gaps
- Delivered a successful renovation for styling brand HairCode in Egypt: defended ~60% market share in core and expanded into adjacent categories
- Designed the market entry & business strategy in new markets (\$2M) - Pakistan & Morocco



● Manager, Category innovation & Brand design

L'Oréal | Jan 2013 - Oct 2014

- Developed the marketing mix for a new haircare product range under L'OREAL PARIS (+3% market share in 6 months)
- Crafted winning value propositions for GARNIER skincare line extensions in Thailand (#1 in whitening) & Indonesia (+12% topline)
- Leveraged global brand resources & local market needs to fuel disruptive & affordable innovation: brand MAYBELLINE outpaced make-up category growth in India by 12% in 2014



● Global Open Innovation Project Lead

Procter & Gamble | Jul 2009 - Nov 2011

- Open Innovation (Connect & Develop) to step change innovation productivity (faster, cheaper, better)
- Breakthrough partnership on imaging technology for beauty care with Intellectual Property
- Global project management with internal and external stakeholders to define capability cost, technical success criteria, innovation risk & commercial applications



● **Global product development manager**

Procter & Gamble | Sep 2008 - Nov 2011

- Designed and delivered product value propositions that exceeded topline targets in Asia with horizontal, vertical portfolio expansions & emerging market entries
- Cross functional collaboration in product launches: implemented consumer insights in Go-To-Market executions
- Reframed value propositions to address trial barriers/ drive repeat purchase by designing above-the-line product campaigns and in-store product demonstrations

Education & Training

2012 - 2012 ● **INSEAD**

MBA,

2003 - 2008 ● **Indian Institute of Technology, Bombay**

M.Tech & B.Tech,