

# Commercial questions, answered with systems that *ship*.

AI & advanced analytics for pharmaceutical commercial excellence — from the model to the P&L. 14 years across Bayer, AstraZeneca and Akrikhin.

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Serbia (CET) · operating across global markets

I set the analytics and HCP-engagement strategy for pharma commercial teams, and lead the cross-functional groups that deliver it — owning the result from first model to bottom-line impact.

My work sits where **commercial strategy meets quantitative method**: Next-Best-Action, marketing-mix modeling, omnichannel measurement, causal inference and sales-force effectiveness. Currently Head of HCP Excellence at Akrikhin; before that, seven years at AstraZeneca and five at Bayer. I also advise independently as a pharma data & analytics consultant.

## 01 What I do

### Sales-force effectiveness

Segmentation & targeting Territory & coverage

Incentive design KPI & dashboards

Performance measurement

### Data & platforms

Python SQL Power BI IQVIA / syndicated data

Veeva / Salesforce CRM

### Advanced methods

Causal inference (DiD) Marketing-mix modeling

Next-Best-Action Forecasting Clustering

A/B testing

### AI in the workflow

Applied AI / ML NLP for call insight

Omnichannel analytics AI-agent tooling

## 02 Selected experience

### 2025 — present **Head of HCP Excellence · Akrikhin (Polpharma)**

Own HCP promotion strategy, commercial analytics and CRM for a 26-brand prescription portfolio; built a panel-validated share-of-voice → share-of-prescription forecasting engine across 107 launches and 74 markets.

### 2024 — 2025 **Independent Consultant · Pharma Data & Analytics**

Advised commercial teams on SFE, analytics and AI adoption — Next-Best-Action, marketing-mix modeling and promotional-effectiveness measurement.

### 2022 — 2024 **Commercial Excellence Project Manager · AstraZeneca**

Delivered an AI platform integrating Next-Best-Action and marketing-mix modeling (7% Rx growth); rolled out a Digital Reps Center for 20k+ customers with NLP-based call tagging.

2017 – 2022

### SFE Business Partners Lead · AstraZeneca

Directed sales-performance, segmentation and omnichannel initiatives supporting 39% CAGR over five years; led analytics across 8 expansion projects and 20+ launches.

2012 – 2017

### SFE Lead → Business Intelligence Lead · Bayer

Built BI operations and territory-clustering models; migrated reporting to Power BI, cutting manual effort 40% across markets.

## 03 Selected results

<b>39%</b> CAGR supported over five years (AstraZeneca)	<b>183%</b> sales growth across 8 expansion projects	<b>7%</b> Rx growth from an AI NBA + MMM platform
<b>4.6M</b> field-visit records in a causal sell-out study	<b>107</b> launches across 74 markets in one forecasting engine	<b>35%</b> retention lift via omnichannel + NLP call tagging

## 04 Credentials

Certified Six Sigma Black Belt (CSSBB) — ISSI

Power BI Data Analyst, Professional Certificate — Microsoft

Professional Scrum Master II — Scrum.org

Machine Learning for Healthcare — Stanford Online

ML & AI in Healthcare, Business Application — Northeastern University

MSc, Managerial Economics — Orenburg State University

AUTHOR

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### GET IN TOUCH

#### Have a commercial question worth modeling?

I take on selected pharma analytics and commercial-excellence engagements. The fastest way to reach me is LinkedIn or email.

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Pharma commercial analytics