

Application: 4478

Varun Garde

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

Abbvie Inc

Additional Contacts

I would also like to have others receive emails about the disposition of our entries.

Page: Entry Information

Entry Title

Varun Garde

Category

A11. Employee of the Year - Advertising, Marketing & Public Relations

Employee Nominee Submission Format

Written Answers

a. Briefly describe the nominated non-executive person's employer: the organization's history and past performance (up to 200 words). Required

AbbVie Inc., a global biopharmaceutical company, was founded in 2013 following its strategic spin-off from Abbott Laboratories. This separation enabled AbbVie to concentrate on biopharmaceuticals while Abbott focused on diversified health products. AbbVie's flagship product, Humira, has been a blockbuster, consistently ranking among the best-selling drugs worldwide and revolutionizing the treatment of autoimmune diseases.

Over the years, AbbVie has made significant strides through strategic acquisitions which expanded its offerings in aesthetics and neuroscience with iconic products like Botox. These acquisitions have strengthened AbbVie's market presence across portfolio lines.

Financially, AbbVie has demonstrated robust growth, with its market capitalization exceeding \$273 billion as of 2024 a top 3 biopharma cap, ranking higher than Pfizer Inc. This impressive valuation reflects the company's successful integration of acquired assets and its sustained excellence at execution - i.e. educating and marketing the products to Health Care professionals (HCPs) which are customers.

[REDACTED FOR PUBLICATION]

b. Outline the nominated non-executive employee's achievements since the beginning of 2022 that you wish to bring to the judges' attention (up to 250 words). Required

My Role/Problem:

Global pharma marketing relies on a rep sales model whose data is unlinked from actual transactions. This makes it impossible to pinpoint marketing success drivers—was it interaction frequency, effective content, the interaction channel, or something else that changed behavior? As AbbVie's [REDACTED], I tackled this challenge head-on in 2022.

My Innovation:

Drawing on my experience in e-commerce, an industry that optimizes for conversion-rates, [REDACTED] using a similar metric. Collaborating with [REDACTED] I developed the [REDACTED] which measures [REDACTED] rather than just our activity. [REDACTED] it a dependable optimization variable rather than a vanity metric.

To ensure its application, [REDACTED] approach quickly yielded results.

Impact:

[REDACTED] transforming our marketing approach in [REDACTED] insights, allowing marketing teams to dynamically adjust strategies [REDACTED]

[REDACTED] leadership helped create meaningful interactions [REDACTED]

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other employees or to other workers in your industry and/or to the nominee's past performance (up to 250 words). Required

My innovation furthers the discipline of Pharma marketing [REDACTED]

1. Shift in Marketing Approach: Moving from traditional metrics to [REDACTED] sources of success and waste. This major shift impacted resourcing, budgeting, content, and channel strategy.

2. Improved HCP Relationships and Patient Outcomes: Understanding what drives HCP engagement enabled [REDACTED]
[REDACTED FOR PUBLICATION]

3. Innovative Use [REDACTED] This was a significant step up from methods used for years.

4. Cross-Industry Insight: Applying e-commerce concepts [REDACTED] demonstrated creative problem-solving and adaptability, unlike traditional approaches.

5. Quantifiable and Scalable Impact: [REDACTED FOR PUBLICATION]
[REDACTED] unprecedented in the company's global marketing history.

6. Industry Leadership: Winning [REDACTED] highlights the significance of this innovation and establishes A [REDACTED]
[REDACTED]

By developing and implementing [REDACTED]
[REDACTED] contributes to better [REDACTED] outcomes.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

[REDACTED]

<https://spotme.com/blog/hcp-engagement-emerging-trends-success-metrics-and-omnichannel-strategies/>

Webpage Link

<https://dt-consulting.com/the-state-of-customer-experience-in-the-global-pharmaceutical-industry-2022-hcp-interactions/> (<https://dt-consulting.com/the-state-of-customer-experience-in-the-global-pharmaceutical-industry-2022-hcp-interactions/>)

Would you like to add an additional webpage link?

Yes

[REDACTED]

[REDACTED FOR PUBLICATION]

Would you like to add an additional webpage link?

Supporting Document

Download File (https://stevies-tech.secure-platform.com/file/66841/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRRpYUlkIjo2Njg0MSwiYWxs3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbm9UXIL3Opqgt-H7WOXNxquTxgHg5qxkbC3yOnXY?How%20to%20improve%20customer%20experience%20in%20the%20pharma%20industry_%20PwC.pdf)

Would you like to add an additional supporting document?

Yes

Supporting Document 2

Download File (https://stevies-tech.secure-platform.com/file/66851/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRRpYUlkIjo2Njg1MSwiYWxs3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbm9Qdr_k?CES%20in%20Biopharma%202024.pdf)

Would you like to add an additional supporting document?

No

By your submission of this entry to The Stevie Awards, you verify that you have read and agreed to abide by the regulations, terms and conditions of the competition (<https://www.asia.stevieawards.com/rules-and-terms-conditions-competition>).

Terms and Conditions

I Agree