

GLOBAL PHARMACEUTICAL

AI-guided sales outreach

CHALLENGE

Reps had no data-driven way to prioritize daily outreach to physicians.

APPROACH

Partnered with client Head of Sales, end users, and 6 engineers to build AI-based tool and the ROI metrics behind it.

IMPACT

+3% sales · +10% rep productivity · 80+ reps live

DELOITTE CATALYST

0-to-1 product incubation

CHALLENGE

Find and validate a fundable health-tech opportunity for Deloitte's Human Capital practice.

APPROACH

Ran market research, collaborated with UX to build a prototype, and led 20+ customer interviews to refine it ahead of a pilot.

IMPACT

Buy-in from 5 leaders · greenlit build · warm pilot lead

GLOBAL PHARMACEUTICAL

ML for oncology patient journey

CHALLENGE

Spot access barriers to a life-saving cancer therapy before they disrupt the patient journey.

APPROACH

Proposed an ML modeling approach, co-led the winning proposal, and shared final recommendations with client executives.

IMPACT

7 days faster to life-saving therapy · +30 days on treatment · ~\$20M revenue uplift