

GAURAV KAPOOR



Gaurav is the youngest Partner at the New England Consulting Group.

Gaurav's career spans over 10 years of multinational marketing, sales and consulting experience. He has worked in India, Canada, and the U.S. across many industries including consumer goods, healthcare, private equity, telecom, and financial services.

Prior to joining New England, Gaurav held marketing and sales positions with J&J Vision Products, Unilever and Vardhman Mills and worked on brands like Acuvue, Surevue and Surf.

At New England, Gaurav specializes in the healthcare industry and has consulted for leading pharmaceutical, diagnostic product, and medical product companies such as Pfizer, J&J, Schering Plough, Bayer, Allergan, and Galderma. He has led the development of many successful new product commercialization, brand positioning, Rx-to-OTC switch and DTC/DTP marketing programs.

Beyond healthcare, Gaurav consults for leading private equity companies, from both a due diligence and post-acquisition management perspective, especially in pharmaceuticals and consumer products for such companies as Madison Dearborn, AEA Investors, Allied Capital, MidOcean Partners and ACI Capital.

Gaurav is the head of two functional practices at New England - thought leadership and analytical modeling. He writes frequently for trade publications, speaks at industry conferences, and has developed new concepts like TRIM (Total Return on Investment Marketing) and Six Sigma Observance for pharmaceutical drugs.

He has an undergraduate degree in engineering from the world-renowned Indian Institute of Technology and an MBA from Carnegie Mellon University.