

# PROFILE

**Mandeep Grover, from Johnson & Johnson Vision Care, believes marketers' biggest challenge is understanding the changing media habits of consumers.**

**Name:** Mandeep Grover

**Title:** Marketing manager, ANZ,  
Johnson & Johnson Vision Care

**Residence:** Sydney, Australia

**Years in Marketing:** 8

**Qualifications:**  
Bachelor of Pharmacy, MBA

**Current project or activity:** Launch  
of a new contact lens brand.

**Accomplishment most proud of:**  
The Acuvue® Wink campaign on  
Facebook.

**Marketing Mentor:** Simon  
Cosgrove, country manager, ANZ,  
Johnson & Johnson Vision Care.

**Which brand do you most admire  
and why?** Apple. They have a great  
skill of bringing consumer insights  
to life through their products and  
communication.

**What marketing program do you  
wish you had worked on?**  
iPod launch

**What's the most valuable  
marketing lesson you picked up  
during your career?**

Know your stuff and listen hard! I  
see so many marketers trying to  
"wing it" and confuse people with  
jargon... trust me it never works.

**What has been the biggest  
lesson in your career, and what  
did you learn from it?** Never stop  
learning and challenging yourself.

**What are the biggest challenges  
facing marketers today?**  
Understanding the changing  
media habits of consumers.



**Best recent technological  
advance for marketing**

The internet. Online marketing has  
helped marketers reach the target  
audience for a fraction of the cost  
of traditional media and quantify  
the effectiveness of the campaigns.

**Future direction for the  
marketing profession?**

- Greater emphasis on integration  
among ATL, BTL & online media
- More accountability for  
marketing campaigns in terms  
of ROI

**What does the statement: 'Value  
Creation Through Marketing'  
mean to you?** Understanding the  
unexpressed needs of the  
consumer and satisfying the same,  
with an ultimate objective of  
making the consumer experience  
more fulfilling and enjoyable.

**What attributes make a great  
marketer?**

1. Ability to identify powerful  
consumer and professional insights
2. Diligence to translate these  
insights into plans
3. Execute the plans flawlessly

**Are there any marketing articles  
or books you have read recently  
that really influenced your  
thinking as a marketer?**

*The Science of Thinking Smarter*,  
by John H Medina, *Harvard  
Business Review* – May 2008. This is  
a fascinating article on  
neuroscience that can help  
managers improve productivity.

**Favourite quote:** "Always behave  
like a duck – keep calm and  
unruffled on the surface but  
paddle like the devil underneath."  
Jacob Braude

**Last movie**

*The Diving Bell & the Butterfly*

**Favourite sports team**

Detroit Pistons

**Favourite holiday spot**

Bali, Indonesia

**Last book you read**

*What Got You Here Won't Get You  
There*, by Marshall Goldsmith.

**Hobbies:** Travelling, reading.

Certified Practising Marketer  
(CPM) is the professional  
benchmark for marketers.  
Australian Marketing Institute  
membership is the only way you  
can apply for and retain the status  
of CPM.