

**Tanya Rego**  
**DGM – Customer Centricity Improvement Interventions**  
**Tata Business Excellence Group**



Tanya Rego, at Tata Business Excellence Group (TBExG), is focused on engaging with Tata companies across industries, to facilitate their Business Excellence journey, through Customer Centricity projects, Data Maturity and Business Excellence Assessments.

With over 23 years of experience across Pharma and Consulting, Tanya's areas of expertise are Marketing, Brand Management, Customer Strategy, Customer Analysis & Insights and Customer Experience Management.

In her current role, Tanya works with B2B and B2C group companies on comprehensive diagnostic projects in areas like Voice of Customer, Customer Centric Culture, Dealer Management, Global Key Account Management and Customer Experience Management. She is also responsible for the design of new diagnostic products in key areas of Customer Centricity. Tanya also designs and conducts group-wide benchmarking studies in the Customer Centricity domain such as NPS and KAM process benchmarking, to facilitate best practice sharing among Tata companies.

Tanya began her career with the Piramal Group in the Lifesciences business, and worked with the group for 9 years. She was Head of Marketing for one of their branded formulation verticals at Piramal Healthcare. Her key areas of work included assessing market potential and developing business strategy, product portfolio and brand management, strategy execution and building key customer relationships. She was responsible for launching new brands and establishing their leadership position in the key categories for the division.

Tanya also has B2B Programme Management experience in Piramal Pharma Solutions. In this role, she was responsible for pre-sales engagement and delivery of 'finished formulations' manufacturing projects. In addition, she also managed existing global key accounts and worked with the global business development team towards winning contracts.

Prior to joining TBExG, Tanya worked as an independent consultant for about 3 years in the pharmaceutical industry.

Tanya holds a Post Graduate Degree in Management (Marketing) from Goa Institute of Management and a Bachelor's Degree in Pharmacy from Goa College of Pharmacy. She is an ASQ Certified Manager of Quality and Organizational Excellence (CMQOE).

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