

Zhenya Lindgardt

Zhenya Lindgardt is a Partner at the New York office of The Boston Consulting Group.

She is an active member of BCG's Healthcare, Marketing & Sales, and Strategy practices. She joined BCG in 2000.

Prior to joining BCG, Zhenya worked in marketing at several consumer goods companies in the U.S., U.K. and Russia. Among the brands she worked with are L.A. Gear, Pillsbury and Avery Dennison.



At BCG, Zhenya focuses primarily on commercial strategy, operational and commercial effectiveness issues in pharmaceutical industry. Additionally, Zhenya is driving BCG's research on Business model innovation across industries and specifically in pharmaceuticals.

Her recent experience includes

- Business model and selling model innovation for a global pharmaceutical company
- Long range growth strategy including identifying portfolio and business development opportunities for a global pharmaceutical company
- Strategic direction for several therapeutic categories of a biotech company
- HIV strategy for a global pharmaceutical company
- Oncology franchise and organizational strategy for a global pharmaceutical company
- Oncology access strategy for a large pharmaceutical company
- Category strategy and market segmentation for HIV for a leading pharma company
- KOL strategy and regional medical approach for a global pharmaceutical company
- Brand planning for a leading consumer pharmaceutical product
- Customer strategy development for a global pharmaceutical company
- Multiple sales force effectiveness projects for hospital, specialty and GP sales forces

Additionally, Zhenya led or participated in projects in Consumer goods marketing effectiveness, growth and go-to-market strategies, Private Equity strategic due diligence, pharmaceutical strategy deployment process, post-merger integration and organization effectiveness issues.

Zhenya holds an MBA from the Harvard Business School.