588, Sec 37, Noida

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Regular -MBA (Marketing/International Business)-Seeking growth oriented assignments in Marketing (Domestic/International), Promotions, Branding, Team Handling, Client servicing & P.R and Vendor Management with Excellence in Service Marketing (Healthcare, Banking/Insurance)

# Professional Expertise

Service Marketing

Business Development

Branding

Sales Promotion

Client Servicing

PR

### Vendor Management

Team Handling

### Team Management

* Exceptional communication and presentation skills with demonstrated abilities in training, team building, leadership and driving front liners in achieving highest echelons of performance.
* Significant expertise in conceptualizing and implementing competitive sales Promotion (BTL) programs to increase Brand awareness and enhance business growth
* International Business Development
* Strong PR acumen in Major PSU,Coorporate,Referral, and TPA With respect to Healthcare Domain
* Expertise in managing business operations with key focus on top line profitability by ensuring optimal utilization of resources. Result oriented record of streamlining the working SOPs for enhanced operational effectiveness.

# Career Highlights

**Company** **Designation** **Tenure**

* Asian Hospitals Manager-Healthcare Marketing Aug 10- Date
* Dharamshila hospital Deputy Manager-Healthcare Marketing July 08- July 10
* Kotak Manager-Channel Marketing July 07 –June 08
* Fortis Healthcare Executive –Hospital Marketing May 05 - July 07

# Achievements

* Expertise in establishing green project venture
* Sourced all Major Government PSU,Coorporates & Major Health Schemes
* Heading a New 60 Bedded New Venture of Asian Hospital ( Asian-Samra at Yamuna Vihar)
* Increased no of high end cases (Knee replacement, Spinal Surgeries, Major Cardiac surgeries, high end onco surgeries,KidneyTranspalnts Including Dialysis ,ICU, IMCU & PICU cases)
* Continuously Maintaining 35-40 % of total hospital Occupancy.
* Embassies Tieups,introduction of International Facilitators & Medical Tourism agencies, Overseas Camps,OPD and Business Generation
* Handling Billing, recovery & all major financial issues for hospital.
* Act as a single point of contact for all major PSU & Corporate empanelled in hospital
* Exceptional team handling & interpersonal Skills, With Strong Brand building Expertise.
* Highest Revenue Generator
* Expertise in BTL Activations

# Proficiency Forte

**Asian Hospital-Marketing Manager-**

* Domestic & International Business Development
* Handling Empanelment, Negotiations’, Rate revision, Brand Promotion & Business Generation with all the Major PSU, TPA, Cooperates & Government health schemes.
* Strong PR acumen in all major PSU & Corporate
* Heading a New 60 Bedded New Venture of Asian Hospital ( Asian-Samra at Yamuna Vihar)
* Overseeing the sales & marketing operations for healthcare (Products/Services), in terms of revenue generation
* Regularly Meeting with Medical Fertinity For Promotion of Services
* Managing the Rate quotations for private & corporate institution keeping in mind profitability of company & Net realization from my territory
* Build an accurate and Effective Database of Current and Potential clients & its Regular updation
* Internal and External coordination for hospital
* Organising CME,Health Talks,Healthcamps (In-house & Outhouse)For Brand Promotion
* Involved in proofing & designing of Marketing Collaterals with respect to Healthcare Marketing
* Team Handling Expertise

# *Brand Promotions & Launches*

**Kotak**

* Conceptualize /Design/Implement various marketing campaigns for consumers and influencers. The campaigns include mainly include BTL activations
* Managing the channel by developing collaterals, refreshing offer, driving traffic to the channel by designing new marketing programs
* POP deployment, Market tracking and Audit for hygiene display.
* Handling Brand Promotion through Various Events (Canopies, Spotters & Direct marketing activities at various RWA,Natural markets, Malls,Coorporates,Organisation,Schools, Joggers Park etc
* To Drive Communication of reward, recognition & sales incentives through innovative design, display, dissemination & Branding
* Identify areas, list of clients and other sources from which leads will be generated
* To liaison with regional stakeholders for the proper execution of Marketing Activities and the reporting of MIS
* Responsible for the execution of all events/ conferences
* To Support implementation of HO Marketing Programs as per HO briefs
* Implement training and Projects for Interns,advisiors and Sales Team
* Work with cross functional teams to drive marketing communication initiatives.

**Dharamshila/Fortis-**

* Actively involved in organization of all ATL & BTL activities.
* Strong PR acumen in all major PSU & Corporate
* Regularly Meeting with Medical Fertinity For Promotion of Brand
* Assist with Launch of new product/Services & Promotional Marketing campaigns
* Organizing Events( CME, Seminars, Workshops, Conference, Symposiums, Health Camps & Awareness talks, Community Outreach Programmes,CSR activities & Outside OPD )
* Coordination with the Advertising, Media & P.R Agencies for development of various Advertising Campaigns, Strategy guides, Literature & Promotional Materials
* Formulating long term & short term Brand strategies in tune with overall marketing and product objectives.

# Sales & Marketing / Business Development

**Kotak**

* Planning about achievements of branch Targets by Marketing Mix through Worksites.
* To support **15 % of Channel Partner Recruitment Targets through Recruitment Officers & Placement agencies and self sourcing.**
* Work closely with sales team to identify market Specific Value propositions, Key messages & account Strategies
* **Support client acquisition team through marketing collaterals, product brochures, proposals, corporate AV/presentations**

**Dharamshila/Fortis**

* Overseeing the sales & marketing operations for healthcare (Products/Services), in terms of revenue generation
* Managing **tie-ups (PSU, Corporate, Embassies, TPA, and Referrals Centres)** & Driving sales through these tie-ups, Referral Centres, Doctors, Community outreach programmes & Outstation OPD.
* Build an accurate and Effective Database of Current and Potential clients & its Regular updation

# Key Account Management

* Developing relationships with key decision-makers in target organizations for business development.
* Interfacing with clients for obtaining feedbacks, suggesting the most viable range and cultivating relations with them for securing repeat business.

# Team Management

* Manage, motivate and empower team to get desired output and quality.
* Monitoring, recruiting, training & motivating the manpower & ensuring quality services in the market.

#### Vendor Management

* Co-ordinate with agencies and vendors on day-to-day business requirements
* To identify and maintain quality standards at agreed cost
* To facilitate timely delivery of materials from vendors to branches
* Promoter/Vendor Training for Brand and Product Display Management

#### Scholastics

**Professional**

* MBA/PDGBM from NIILM, New Delhi. (2003-2005) –Two Year Regular

**Major: Marketing Minor: International Business**

* Post Graduate Diploma in Hospital Administration (Correspondence)-AIIMA

**Academics-**

B.SC (Biology). Agra College Senior Secondary (PCB)-Simpkins School, Agra

#### Computer Proficiency

Basic, M.S Office (Word, PowerPoint, Excel) & Internet Handling Tools.

#### Personal Snippets

* Date of Birth 20th Jan 1982
* Languages English, Hindi, Punjabi
* Home town Agra
* Hobbies Travelling, making friends, Surfing

**DATE**

**ANKUR ARORA**