

# Resume

## Personal Dossier

Bhupender Singh Tanwar

Date of Birth : 04th May, 1984  
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## Academics

<b>MRes</b>	: Newcastle University, United Kingdom.	<b>2007~2008</b>
<b>BE Biotechnology</b>	: Maharishi Dayanand University, India.	<b>2002~2006</b>
<b>XII CBSE</b>	: Faridabad, Haryana.	<b>2000~2001</b>

## Work Experience

**Organization** : Al Hayat International Hospital, Oman.  
**Designation** : Asst. Manager - Marketing  
**Duration** : Sep'15- Present

### Key Deliverables:

- Increased revenue by meeting referral doctors for providing interventional cardiology cases.
- Enhanced Footfall in OPD, by signing 10 MOUs as of date, with top Government offices.
- Promotion of hospital services and specialities by conducting camps, health talks, World heart day event and World diabetes day event.
- Taking senior doctors for one to one meet in Polyclinics, Clinics and Corporate offices.
- Increased revenue by 40% for visiting consultants by digital campaigns.
- Conducted CMEs for referral doctors for further increase in referral cases.

**Organization** : Fortis Hospitals, Bangalore.  
**Designation** : Marketing Officer  
**Duration** : Jul'13- Sep'15.

### Key Deliverables:

- Gather competitor information and strategies used for promotion of Hospitals.
- Conduct regular medical events for doctors CME, Talks, Dinner Meets, and increasing the referrals from PSU, TPAs.
- Identify and implement NFC in marketing of hospital services, absolute digitalization of marketing activities.
- Give presentations in corporate about medical specialities of the hospital, stress management session.
- Regular monitoring of patient inflow, conversion, target OP to IP by HIS.

- Organized on site screening camps for employees of ITC, Samsung, Staff of Police Commissioner Bangalore, EMC2, BEML, BHEL etc. Drastic increase in revenue was observed.
- Project the new development in the hospital by doctor through media.
- Devise and implement cutting edge marketing strategies ranging from guerrilla marketing to Wi-Fi marketing.

**Organization** : Sedeer Medical, Qatar.  
**Designation** : Sales Executive  
**Duration** : Mar'12- Jun'13

**Key Deliverables:**

- Support doctors and technicians with using our equipments in their laboratories including the main Hamad general hospital in Qatar.
- Travelled to Egypt, Saudi Arabia and UAE for increasing the sales number.
- Provided support to hematology laboratory, microbiology and immunology laboratories with equipments.
- Application training for laboratory technicians using clinical equipments.

**Organization** : Noor Factories, Sitra, Kingdom of Bahrain.  
**Designation** : Marketing Supervisor  
**Duration** : Feb'10-Jan'12

**Key Deliverables:**

- Responsible for sales and marketing of the company products that include healthcare & hygiene products, pesticides, fungicides, and other chemicals materials.
- Takes the lead in client acquisition by aggressively promoting the company's products and services through networking, email viral marketing, referrals, attending professional and networking events, direct mail campaigns, and other avenues.
- Develop new products and assist in research in all therapeutic areas.
- Perform market research to determine the requirements of market for existing and future products.

**Organization** : Prago Engineering Enterprises, Bangalore.  
**Designation** : Marketing Executive  
**Duration** : April' 09 – Feb'10

**Key Deliverables:**

- Developed a marketing team to implement strategy & delivering on objectives.
- Design, implement & facilitate an effective local & national marketing strategy.
- Carrying out effective research & intelligence into competitor products & other trends.
- Developed, implemented, monitored and reviewed all marketing strategies for the business on both a regional and national basis.
- Managed a busy and focused team of more than 5 sales, marketing & product professionals including PR, junior assistants and online marketing specialists.

## Extra Curricular Activities

Reading, Travelling, Swimming and social work.