



## **Vikrant Jaiswal**

71/9, Kishan Garh ,Vasant Kunj ,New Delhi,110070  
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### Career Summary

- MBA,PGDHA with 17 years of experience in Marketing and Business Development in Health Care & Pharmaceuticals .
- Enjoying good business relations with Healthcare professionals /facilitators/Embassy & High Commission in Delhi / NCR and other parts of North India.
- Conceptualize and orchestrate marketing campaigns that effectively reinforce and build brand images.
- Knowledge of technical, conceptual and content development of sales-driving collateral. Proven ability to drive marketing campaign response rates and execute successful product launches.

### Skills

- Marketing Strategies & Campaigns
- Corporate Communications
- International Business
- Focus Group & Market Research
- Sales Collateral & Support
- Public & Media Relations

### Professional Experience

Axiss Dental Pvt Ltd. ( Dental Chain) New Delhi      December 2014-March 2015

Deputy Manager - International Marketing.

Job Profile:

- 1.Handling chain of highly specialized dental clinic spread in Delhi –NCR & North India and generating revenue from International patients
- 2.Co-ordinating & tie-up with healthcare facilitators/Medial tourism companies for International patients referral.
3. Developing each center as a profit centers running in North India .

Interterra Medical Technologies Pvt Ltd .( BLK)

Marketing Manager at BLK Cyber Knife Centre New Delhi

June 2013 – Nov 2014

Job profile :

1. Promoting CYBER KNIFE & radiation oncology services in super specialty segment
2. Organizing Scientific sessions, Camps and CRM activities across North India..
3. Responsible for generating revenue for Radiation oncology department

HCG Enterprises Ltd . Bangalore ( Cancer Hospital)

Regional Manager Marketing , HCG North India

Oct 2009-May2013

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German Remedies, Division of Zydus Cadila Healthcare Ltd .  
Area Manager ,Delhi HQ

May2008-Oct2009

J.B Chemicals &Pharmaceuticals Ltd- Delhi HQ  
Area Manager , Delhi HQ

Jan2007-April 2008

Zydus Cadila Health care Ltd –Delhi HQ

March 2001-Dec2006

Sr. Business Officer

Ethicon Johnson & Johnson Ltd –Gorakhpur HQ

Dec1997-Dec2000

Customer Service Representative.

Education

IGNOU , NEW DELHI  
MBA Marketing 2012  
Specialization: Marketing  
Administration

MEDVARSITY APOLLO HYDERABAD  
PGDHA 2012-2013  
Post Graduate Diploma in Hospital management