

Arun Kumar Singh

64/2/2 Barabaganlane
Serampore, Hooghly, W.B
Pin-712203
Mob:-9007445726

email: officeaksingh@gmail.com

BUSINESS PROFILE

An accomplished Senior Executive with varied experience of more than 15 years in Marketing and Sales with the vision and leadership insights to strategically plan, direct and control company operations to capitalize on emerging business opportunities. A corporate bottom-line executive with a proven track record of achieving double digit compound sales increases through trusted relationships with leading customers & companies and strategic management of multiple divisions that contributes to substantial annual revenue.

Expertise in providing breakthrough leadership to achieve corporate strategies, build coalition to support business growth and implement and manage change to drive organizational performance. Extensive experience with C-Level decision makers of large companies throughout Eastern India.

CAREER PROGRESS

AVP- Marketing for a leading consulatnt in Healthcare sector , Based at Kolkata

for its healthcare Development wing with effect from 1st APL 2013.....

Working as **AVP-Marketing** for A leading MNC consulting firm for its healthcare/hospital segment of Kolkata & East for its client and effectively discharging of responsibility to make them profit centric, Market Research, Strategy Planning, Budgeting / P&L Management, Business Development ,and to enhance the Brand visibility, new client acquisition, Advertisement, Branding & Co-Branding , CRM Management, Drs Satisfaction as well Patient satisfaction for more positive and impressive Word of mouth etc. to maximize business and profitability, to ensure legal ,statutory & other legal compliance required to be maintained including HR, Consumer Protection, Labour law other statutory like PF & ESI with liaising with various Govt. Departments especially with State Ministry of health & F.W.; Fire Dept. etc. for smooth functioning of the healthcare centre; External advertisement, Dr. Referral Marketing, Patient Referral Marketing, Publicity, Internet & Radio time planning, Resort & Retreat meeting with Strategic Growth Plan, with comparative examination , detailed diagnosis & treatment plan based upon findings for over all revenue growth ; identification of area for quality & training purpose etc.

Previous stint with B.M.Birla Heart Research Centre being India's 1st NABH Hospital; provided enough exposure on NBAH an added advantage in terms of practical knowledge for various legal & compliance matters in healthcare set up including statutory compliance as well.

Senior Manager – Growth & Development

2006 –2013(Mar)

B.M.Birla Heart Research Centre (Super Specialty 1st NABH Accredited Hospital)

Key Profile

- Achieve Center's Business target by promoting center's services & facilities, skills and expertise in Cardiology field amongst Frank Cardiologists, Cardiologist, Dialectologists, G.Ps, Critical Care Specialist etc., and other referring Doctors
- Currently dealing with 120 Stents (BMS & DES); 30 Pacemakers (Single, Double, Biventricular); 8-10 ICD per month
- Arrange CMEs, Symposium, and Health Check up Camps in association with NGOs, IMAs and Local Bodies, other Outreach programme, Event management.
- Providing consistent training and improvement programmes for M.Es & Sr. M.Es including field raining, developing/improving communication, implementation of Marketing Strategies, Man Management, Controlling of Team and ensure overall field operation of the Hospital.
- Media and advertisement planning and communication contents for Hospital /Medical consumer etc.
- Manage overall operational activities'; liaison and coordinate with other departments for Referring /Admittng Drs satisfaction and to ensure quality services & care.

- Oversee marketing activities of the organization by increasing revenue through Customer satisfaction, acquisition and effective team management special assignment in the cash segment.
- Corporate tie up & empanelment for new business acquisition.
- Special focus on Medical Colleges Institutional & Nursing Homes etc. Converge
- Advertising, promotion and market research for HCO, other outreach programme & implementation of Balance Score Card based on Six Sigma Tools.
- **In depth Knowledge of NABH domain and its Chapters as well elements from training to implementation of Objective elements and includes legal & regulatory compliance & lend support as Medico legal & RTI Adviser to B.M.Birla Heart Research Centre.**

Regional Sales Manager

2003 - 2006

AIMIL PHARMACEUTICALS (I) LIMITED, NEW DELHI

Key Profile

- Handed the marketing and sales operations for achieving increased growth & profitability.
- Set up an office at Kolkata and managed day to day operational activities through team management & control, CNF Management.
- Sought regulatory approval from Health Dept. & allied dept. as well agency as per law for compliance.
- Identified target audiences & executed promotions to ensure product movements to enhance product visibility & driving volumes.
- Led, trained & monitored the performance of team members to ensure efficiency in meeting of individual & group targets.
- Handled Govt. tender as per established procedure and successfully acquired biggest tender value(75 Lakhs) for the company to be Supplied to Govt. of W.B, AYUSH ; MoHFW.

Territory Sales Manager

1998 - 2003

USV LIMITED (Corvette Division), Mumbai

Key Profile

- Promoted company's products amongst medical fraternity to achieve sales target,
- Launched several new molecules first time in India in assigned territories like Glitazones Fenofibrates, Clopidogrel etc.
- Drove sales efforts involving effective promotional activities, product awareness with high potential clients for growth and profitability.
- Executed effective plans designed to assure achievement of agreed-to volume, market share and profit objectives.
- Scheduled team assignments to achieve the pre set goals within time, quality & cost parameters.

Medical Representative

1996 - 1998

PANACEA BIOTECH LIMITED, New Delhi

Key Profile

- Promoted Company's products amongst medical fraternity to achieve sales objective,
 - Built and maintained positive working relationships with medical staff and supporting administrative staff
 - Attended company meetings, technical data presentations and briefings;
 - Maintaining the latest clinical data supplied by the company and interpreting, presenting and discussing this data with health professionals during presentations;
-

AREAS OF EXPERTISE

Career fast track from TSM to Senior Manager-G & D of industrial specialized healthcare organization of repute of specialized complete heart care in 2006 to current position of Vice President, 2013 responsible for providing strategic direction in the following areas:

Executive Leadership

- Support the Board and the Executive Committee by providing strategic direction based on knowledge of operating business issues, competitive analysis and broader market research data
- Demonstrate imagination, insight, and boldness to present challenges that bring out the best in people and bring them together around a shared sense of purpose
- Create a highly dynamic work environment that facilitates innovation and continuous improvement
- Convey the “big picture” thinking strategically throughout the organization empowering employees to produce beyond expectation results

Business Growth and Development

- Plan, develop and implement strategic plans for each Business Unit with a bottom-up approach to achieve established objectives with a strong focus on improving shareholder returns
- Prospect, identify and recommend suitable high profitability acquisitions that would add value to corporate bottom line while maintaining the integrity and reputation of the organisation as a whole
- Conduct in-depth analysis of business strategy, identifying the best policies for development and the avoidance of foreseeable difficulties with a focus on continuous progress
- Oversaw the implementation of sales and business growth plans throughout the Business Units to ensure one, three and five year growth projections are in line with corporate targets
- Initiate appropriate actions to minimize risks and align performance goals with business targets

Budgeting/Financial Control

- Make strategic and operational planning decisions based on prudent financial analysis, using practical accounting and financial control tools together with business knowledge
- Review recent significant capital expenditure and outline plans; distinguish between mandatory and discretionary planned expenditure and summarise justifications in terms of ROI
- Generate detailed projections for costs, expenses, and inventory as part of the process of developing fully-integrated financial projections (income statements) for one and five years
- Monitor each unit financial performance to ensure alignment with corporate financial performance

Operational Management

- Manage and empower several direct reports, including the various verticals of marketing & other departments of the client.
- Participated in the acquisition of real estate/building of new facilities/refurbishing of existing facilities to meet the growing demands of the company
- Head operational decision making and strategic planning for supply chain management, facility management, technology management, quality management and cross-coordination functions
- Ensure continuous upgrade of computing and decision technology, including telecommunications and networking systems, to meet operational needs
- Attract, develop and retain key management staff and strategic partners and provide mentorship, ensuring that the company has the talent in place to meet its competency needs in the future
- Work closely with the Director of Human Resources to develop divisional succession plans

EDUCATION

From Calcutta University

B.Sc(Bio Science) from Calcutta University in 1993

M.B.A9Marketing perusing)....

PGDM in HH Management & PGDM in Medico legal system Cont.../....

Completed additional Advanced Training in Operations Management, Finance, Leadership, Negotiation, Acquisition and Business-to-Business Consultative Selling