



Bikash Ghosh

Proficient in running successful method-oriented operations and taking initiatives for business excellence through process improvement. A mix of experiences in start-ups & MNCs.

Key Strength: Business Development, Sales & Marketing, Key Account Management

✉ bikashghosh@hotmail.com 📞 09831065133/09830850505

Area Of Expertise

B2B|B2C|B2G|Franchise|Homecare| Contract Negotiation| Acquisition & Merger
|Clinical Retail| Medical Devices |Renal Care |Pharmaceuticals| Team Management

Key Skills

Strategic Digital Marketing

Business Planning & Expansion

Revenue Growth

Profit Centre Operations

Account Mining

Sales Funnel

Government Business

Promotional Strategy

Team Building & Leadership

Channel Management and Partner
Alliances/ATL & BTL

Profile Summary

- **General Manager- Marketing & BD** with **14+** years of successful experience in Business Development and Marketing & Sales Recognized consistently for performance excellence and contributions to success in healthcare industry. Strengths in Market Intelligence and Negotiation backed by training in General Management. Enthusiastic General Manager eager to contribute to team success through hard work, attention to detail and excellent organizational skills. Clear understanding of brand building and training in project management. Motivated to learn, grow and excel in any industry.
- Skilled in identifying & establishing strategic alliances / tie-ups with suitable business partners, resulting in deeper market penetration to achieve profitability
- Proven capabilities in all aspects of product management (customer segmentation, product positioning, pricing, brand management & sales); proven track record of providing extensive support with key focus on market promotion
- Proficient in driving large scale revenue & profit gains and bagging breakthrough orders; expert in developing relations with distributors by identifying the strength of each partner
- Capable of coordinating with internal/external customers for running successful business operations and experience of implementing procedures and service standards for business excellence
- Successful track record of implementing business plans with a view to penetrate new accounts & expanding existing ones in close coordination with cross-functional teams
- Excellent Skill set handling Government business and Govt. RFPs and Tenders.
- VAS expert in providing / creating different application in healthcare/ medical Devices
- Team-based management style coupled with the zeal to drive visions into reality
- Managed all aspects of product marketing including product enhancements, competitive analysis, market forecast and product positioning; ensured that assigned products, services and product lines consistently resonate with current and potential customers
- Excellent in managing development of periodic financial & sales reports to identify trends and ensuring stores in assigned regions are on the correct growth curve; developing sales department budget, determined appropriate staffing levels and identified ideal marketing expenditures
- Expertise in developing & managing retail channels to derive the required market share, revenue & profitability
- Proficient in driving overall growth and account management of an existing customer base by increasing account penetration & sales revenue and by tracking and managing delivery & support issues
- Drive planning & execution of marketing plan across all channels.

Achievements

- ✓ **COVID Crisis Management Award – Best Zonal Manager (First time ever) in 2020.**
- **Best BD Manager Award in 2013-14**
- **Best Area Sales manager Award 2011-12**
- ✓ **Participation in International Conference cum Training Programme at Copenhagen, Denmark' 2012**
- **Craft Your Personal Brand – Sept'2021. Future Tayari awards this certificate for successfully completing this Programme**

Education

Personal Details

Date of Birth: 1st July 1982

Languages Known: English, Hindi and Bengali

Address: 65(40/1), Nonadanga Road, Sheoraphuli, Hooghly, 712223, West Bengal

Marital Status: Married

Passport No: J2642808

Notice Period: 2 Months

- Strategic Digital Marketing & Analytics From **IIM- Rohtak** in **2022**
- EPBM (1 yr Executive Programme in Business Management) from **IIM Calcutta** successfully in **2014**
- MBA (Marketing & HR) from WBUT in **2007**
- BBA (H) Sales & Marketing and HR from Burdwan University in **2005**



Work Experience

May 2021 till date with Medica Super Speciality Hospital as General Manager – Marketing and Business Development Area: East and North-East India, Bangladesh, Nepal www.medicahospitals.in
Reports To- COO with dotted line JMD & Co-founder

Highlights:

- Heading Marketing & Business Development Department, especially tele-ICU. Acquisition of smaller hospitals in **T1, T2 cities**.
- Maximized efficiency by coaching and mentoring personnel on management principles, industry practices, company procedures and technology systems. Creating Sales funnel with more than 150+ small hospitals across the territory
- Successfully launched the eICU department from scratch & scalable to 75 beds tele-ICU within 9 months. Projected revenue generation 10 million per month.
- Negotiated and signed eICU contracts with 8 small hospitals so far
- Scaled it 2nd largest eICU tie up in India & first in East India within 9 months of business operation, under this model.
- Launched new, robust business management software system, resulting in improved operational insight and planning.
- Delivered business strategy & Branding and developed systems and procedures to improve operational quality and team efficiency. Prepare detailed brand & center launch plans- channel split, communication, and channel activation etc.
- Applied performance data to evaluate and improve operations, target current business conditions, and forecast needs. Designed modern employee recognition program which boosted productivity and improved morale.
- Developed and maintained relationships with customers, suppliers, agencies through account development.

Jul 2018 – May 2021 with Nephrocare Health Services Pvt Ltd as Zonal Manager – Business Development Area: East and North-East India, UP & Nepal www.nephroplus.com
Reports To- Sr. Vice President with Dotted line CEO

Highlights:

- Collaborated with upper management to implement continuous improvements and exceed team goals.
- Headed 4 verticals PAN India – Dialysis Center, Home Care Business, Franchise and Govt Tender in 11 states.
- Scaled up Dialysis center from 20 to 57 within 3 years and revenue grown 130 million to 410 million.
- Drove team and company profits by developing and strengthening relationships with industry partners and potential clients.
- Built relationships with customers and community to establish long-term business growth.
- Created and implemented new business opportunities by utilizing strategic networking strategies by maintaining **400+** Hospitals CXOs & **100+** Nephrologists and technicians in **Metros, T1, T2 cities in 11 states of India**.
- Marketed HHD, HD to targeted audience at trade shows and events.
- Collaborated with internal teams and suppliers to evaluate costs against expected market price points and set structures to achieve profit targets.

Jan'17 to Jul'18 with Amplifon India Pvt Ltd as Business Development Manager-East & North East Area- East and North-East www.amplifon.com

Reports To- Director – Sales & Operations

Highlights:

- Worked with marketing teams to create, deploy and optimize effective campaigns for ENTs & Hearing-Impaired clients.
- Collaborated with Hospitals, Polyclinics, Nursing Homes, PSU's departments to develop new strategies to capitalize on emerging customer and market trends.
- Negotiated, prepared and signed contracts with 25 clients in hospitals, ENTs Clinics.
- Organized and oversaw solid business portfolio bringing in 50 million of revenue objective in single years.
- Streamlined operational efficiencies by delivering recommendations for knowledge-base processes and procedures.
- Prospected 150 new weekly leads with diverse strategies, including cold calling, site visits and customer referrals.
- Managed a team of 25 teammates in Sales, CRM & Marketing and Clinical.

Jul'13 to Dec'16 with Widex India Pvt Ltd as Business Development Manager-East

Area: East and North-East India www.widex.com

Highlights:

- ◉ Coordinated innovative strategies to accomplish objectives and boost long-term profitability.
- ◉ Augmented revenue by 27.6% and market share by 12%
- ◉ Developed strategic and operational sales plans which resulted in 17% increase in overall sales and gross margin
- ◉ Amplified customer base by 120% through maintaining effective relationships
- ◉ Received the The Best Manager- Business Development In India Award in recognition of Executing Max numbers of strategic Tie Ups – 2, Satellite Centre-5, Franchise Operations & COCO Stores 6 and did more than 150 CBM in a year in 150 Clubs, Nursing Home, NGO's.

Feb'10 to Jul'13 with Widex India Pvt Ltd as Area Sales Manager-East & North East

Area: East and Northeast India www.widex.com

Highlights:

- ◉ Expanded product distribution by adding more than 30 new distribution points in region, including SIS.
- ◉ Consistently achieved 20% to 45% growth in Hearing Aid especially in ISP series & CISP Series
- ◉ Managed all type of products such as Hearing Aid, Batteries, Assistive Listening Devices and generated revenue worth INR 500 lakhs for the organization, combined of wholesale and Retail.
- ◉ Launched Mega Exchange offer first time in the history of, designed advertisement for the same that got published The Telegraph and The Anandabazar Patrika , Sambad Pratidin; thus increasing sales by 30-40%
- ◉ Established strategic tie-ups with Corporates/Government/NGOs; thus leading to an increase in sales by 15 to 20% Year on Year
- ◉ Recognized as the Best Employee in Key Accounts Management' held at Taj Bengal at Kolkata, in the month of July 2010 for achieving 25% Growth YTY
- ◉ Acting as an In-charge of all Bloom Senso Hearing Centre across the whole zone
- ◉ Received Certificate of Excellence for launching of 5 Retail Clinical Store in the name of bloom Senso' 2012
- ◉ Acknowledged with Certificate of Excellence- Best Business Development Employee in India' 2013 for generating revenue worth INR 160lakhs for the organization.

Apr'09 to Feb'10 with Ivoclar Vivadent as Territory Sales Executive-Kolkata

Area: East India (WB, Bihar, Jharkhand) www.ivoclarvivadent.com/en_in

Highlights:

- ◉ Achieved sales goals, distribution targets and market share through proactive management of territory.
- ◉ Achieved 80% to 109% growth in Led lights and Composite: thus, generating INR 50 lakhs for the organization
- ◉ Launched Vivadent Club with 20 dentists (intern) and 5 lab technicians serving all medical journals, books, cd's, medicals equipment and movie tickets which increased sale by 30-40%
- ◉ Monitored 3 stockiest and 1 sub stockiest whose business raise by more than 15%-20% than base in every month
- ◉ Raised business by 10%- 15 % than base month-on-month for Patna and Ranchi region.

Jun'07 to Apr'09 with Cipla Ltd as Marketing Executive-Kolkata

www.cipla.com

Highlights:

- ◉ As Marketing Executive; managed products for- such as General Physician, Pediatrics, Ortho, Chest Physician, Surgery, Opthal, Neuro, Gyneacs, and Derma in more than 100 Hospitals, Polyclinic & Nursing Home.