

## **Ratnesh Sinha**

**Mob No.:** 09899889057

**E-mail ID:** ratnesh81@gmail.com

**Looking for an opportunity as a Senior managerial assignment in Sales & Marketing/Business Development with an organization of high repute in Healthcare Industry.**

### **PROFESSIONAL SYNOPSIS**

- More than 21 years of experience in Healthcare Sales & Marketing for all leading hospitals of Delhi NCR in Channel and Key Account Management.
- Presently working as Chief Marketing Officer at PSRI Hospital, New Delhi (Promoted by JK Organization).
- Last association was with VPS Healthcare, Medeor Hospitals, Delhi NCR as Regional Head: Sales & Marketing.
- Previously associated with **Aakash Healthcare, Dwarka, New Delhi** as General Manager - Sales & Marketing.
- Previous association was **BLK Superspeciality Hospital** as General Manager - Sales & Marketing.
- Worked with some of the best healthcare organizations such as **Fortis Healthcare, Medanta The Medicity, Paras Hospitals & Max Healthcare.**
- Proficient in exploring and developing new markets, appointing channel partners, accelerating growth & achieving desired sales goals.
- Expertise in marketing, organizing promotional events, conducting market research, accelerating growth and achieving business targets.
- Proven skills in managing the hospital promotion of products in specialty like Cardiology, Cardiac-Surgery, Neurology, Neuro-Surgery & Orthopedics etc.
- An effective communicator with good presentation skills and abilities in forging business partnerships with channel partners.

### **AREAS OF EXPERTISE :**

#### **Business Development**

- Developing marketing plans designed to assure achievement of agreed to volume, market share and profit objectives.
- Implementing strategies for acquiring business from newer clients and effectively using the potential of existing accounts.

#### **Marketing & Channel Management**

- Exploring potential business avenues and achieving increased business growth and initiating market development efforts.
- Managing sales & marketing operations; implementing sales promotional activities as a part of brand building and market development effort.
- Establishing strategic alliances / tie-ups with financially strong and reliable channel partners; implementing effective strategies to maximize sales and achieve revenue & collection targets.

#### **Key Account Management**

- Mapping client's requirements and providing them customized business solutions through new proposals, presentations and demonstrations.
- Identifying and networking with prospective clients, generating business from the existing accounts and achieving profitability and increased sales growth.

## **International Business :**

- Successfully launched International team @ Aakash Healthcare, Dwarka.
- Managed International Operations team @ Fortis Escorts, New Delhi.
- Facilitator management & generated business from countries Like Bangladesh, Iraq & Afganistan.

## **CAREER HIGHLIGHTS :**

- January 2019 to November 2019 : **VPS Healthcare, Medeor Group of Hospitals, New Delhi** as Regional Head - Sales & Marketing for their 3 hospitals in Delhi NCR.
- July 2017 to January 2019 : **Aakash Healthcare, New Delhi as General Manager - Sales & Marketing.**
- January 2016 to July 2017 : **BLK Superspeciality Hospital, New Delhi as General Manager - Sales & Marketing.**
- July 2015 to January 2016 : **Paras Hospitals, Gurgaon as Zonal-General Manager - Sales & Marketing.**
- June 2013 – July 2015 at **Fortis Healthcare ( Escorts Heart Institute ) – Zonal Head Sales & Marketing.**

## **Key Deliverables**

- Responsible for handing a team of 23 people & drive the revenue of 350 Crores.
- Responsible for the joining of the new Orthopedic & Gastro team at FEHI with clinical excellence.
- Designing alternative sales strategies, incorporating trend, data analysis to ensure target is met.
- Instrumental in selling of packages like Executive Health Checkups.
- Responsible for driving new & different marketing initiatives such as Sunday OPD & PHC, Evening OPD, Day care Angio,Suprabhat campaign.

## **March 2010 – June 2013, Medanta-The Medicity, Worked as Sr. Manager-Sales & Marketing.**

## **Key Deliverables**

- Handling a team of 8 & involved in the sales & Marketing of Medanta-The Medicity, Gurgaon.
- Responsible for Nursing Homes & Hospital tie-up for providing quality healthcare facilities to all important territories.
- Business generation for the Ortho, Neuro Surgeries, Cardio, and other supporting Specialties like Endocrinology, Gastroentology, General Surgeries, urology & nephrology etc.
- Designing alternative sales strategies, incorporating trend, data analysis to ensure target is met.
- Instrumental in selling of packages like Executive Health Checkups.
- Organizing camps, conferences, CME'S etc. for existing and prospective clients.

## **July 2009 – March 2010, Fortis Healthcare Ltd, Worked as Deputy Manager-Sales & Marketing.**

### **Key Deliverables**

- Handled a team of 7 & involved in the sales & Marketing of Fortis Hospital, Vasant Kunj, as Deputy Manager, which is a part of Fortis Group of Hospitals.
- Responsible for business target of Rs 110 crores with 70% cash business.
- Responsible for **Nursing Homes & Hospital tie-up** for providing quality healthcare facilities to all important territories.
- Business generation for the Ortho, Neuro Surgeries, Cardio and other supporting Specialties like Internal Medicine, General Surgeries, urology & nephrology etc.
- Designing alternative sales strategies, incorporating trend, data analysis to ensure target is met.
- Organizing **campus, conferences, CME'S** etc. for existing and prospective clients.

## **August 2005 Max Health Care Institute Ltd, Working as Team Leader - Business Development.**

### **Key Deliverables**

- Handled a team of 5 & involved in the sales of Max Heart & Vascular Institute and Max Super Speciality Hospital, Saket, part of Max health care.
- Responsible for generating business of worth **18 crores** for MHVI & MSSH.
- Responsible for **Nursing Homes & Hospital tie-up** for providing quality healthcare facilities to all important territories.
- Business generation for the Ortho, Neuro Surgeries, Cardio and other supporting Specialties like Internal Medicine, General Surgeries, urology etc.
- Designing alternative sales strategies, incorporating trend, data analysis to ensure target is met.
- Instrumental in selling of packages like Executive Health Checkups.
- Organizing **campus, conferences, CME'S** etc. for existing and prospective clients.
- Handled and organized CME independently in various parts of countries like Delhi, Ludhiana, Gurgaon, Patna, Muzzafarpur, Hissar, Rohtak, Agra, Jhansi, Ferozepur, Gorakhpur etc.
- Recipient of **Max Healthcare award** for two consecutive years.

## **Jan 2004 to August 2005 – Cipla Ltd...**

- Responsible for the sale of respiratory products, covering top hospitals, nursing homes & leading physicians of South Delhi.
- Responsible for organizing CME's.
- To look into customers problems & dissatisfaction.

### **ACADEMIA**

- Healthcare Marketing Certification course by **Economic Times in 2017**
- Graduation from University Of Delhi, Year 2001
- Higher Secondary from Kendriya Vidhyalaya, Kharagpur, West Bengal, Year 1998
- Diploma in Computers from NIIT

### **PERSONAL INFORMATION**

Father's Name: Late Sri Dinesh Kumar Sinha

Date of Birth: 10<sup>th</sup> Sep 1981

Marital Status: Married

Languages Known: English, Hindi, Bengali, and Oriya.

Hobbies: Travelling, Surfing, and Singing.

Address : A-21, Laxmi Vihar, Uttam Nagar, New Delhi-59