

**Mr. Pratik Ravindra Powale**  
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Mobile - +91-0-9920892320/9594015891  
Mumbai

**Career Focus:**

To obtain a significant and challenging position in organization wherein i will learn and excel in business management procedures and attain self growth with the growth of organization.

**Professional Profile:**

A marketing professional with proven ability to design, coordinate and enhance business procedures.

Effective communicator able to develop comprehensive network of alliances for continuing organizations visibility through smooth and effective management of business process.

Desire career growth based on performance and accomplishments.

**Skills :**

1. Strong background in business development / alliance management /managing strategic partnerships / strategic marketing / corporate strategy
2. Participation in and/or leading strategic growth initiatives for the company including market expansion, new solution / service launches etc.
3. Experience in market analysis, business plan development and execution for partnerships, joint ventures, collaborations, etc.
4. Experience in creating compelling content (PowerPoint presentations, documents) presenting company objectives and plans to internal and external stakeholders
5. Experience of working closely with internal stakeholders such as Sales,Operations, Finance, Marketing, Legal etc. to ensure a high degree of alignment to market needs and organizational objectives
6. Ability to understand overall business, revenue and profitability drivers

**Current Employment:**

**Manager – Corporate Services** at 'Wellogo Services Pvt Ltd.',at Mumbai wef 1<sup>st</sup> March 2016 till date

**Profile :**

1. Sales & Marketing of corporate wellness solutions – Lead generation, Meetings with decision makers and or higher management person in corporates , Presenting concept , Need analysis, Customized solutions , Proposal drafting ,presenting etc.

2. Communications and branding – Internal and External Communications , Marketing and Operation presentations, Teasers, PILs, Promotional email, New letters ,Communics, Promotioal articles ,Cobranding communications etc
3. Functional Consultant for customized portals for big Corporates
4. Handleling PAN india Operations
5. Corporate Alliances, contract management, SLA Drafting, vetting
6. Team Building ,Training
7. Escalation handling
8. Business Intelligence- MIS
9. Venders Management

### **Previous Employment Details :**

1. **Assistant Manager- Corporate Marketing** at Jaslok Hospital & Research Centre , Mumbai 400026, wef 1st July 2015 till 15<sup>th</sup> February 2016

Profile : Key Account Management – Corporate, PSUs, Diagnostics, Insurance & TPAs – IP , OP, HCK

- Revenue generation and up selling , attaining targeted revenue
- Client servicing , Relationship building
- Contract renewals ,Rate negotiation, Tariff intimation
- Interdepartmental communications and operational assistance
- Escalations handling and resolution.
- Promotion of consultants and services by ATL/BTL
- Business forecasting ,Intelligence , competitor mapping, MIS
- Assistance in Branding and Re branding activities
- Enhancing Brand Value through different channels of Marketing & Sales
- Assistance in Strategic planning and service delivery
- Technology Launch and Promotion - Robotics surgeries, PET CT, MRgFus,IVF.
- Management of Seasonal events and promotional campaigns- World Heart day- Cardiac Package , Diabetes Day, Cancer Day, Women's Day – Mammography Campaign, Emergency Campaign .
- Planning & execution of marketing activities in corporate - Health Talks, Health camps ,CMEs, Quality Circle Meetings
- Formulation & Implementation of MoUs with Corporate & Insurance/TPAs
- Expansion of Business funnels through empanelling new corporate and Insurance/TPA companies.

2. **Executive – Marketing** (Corporate Business), Grade M; Hinduja Hospital and MRC, Mahim, Mumbai 400 016. From 19th November 2012 till 30th June 2015.

**Profile:** Management of Corporates Business for hospital services (Hospital empanelment to corporates, insurance companies and TPAs.), Diagnostic tie ups.

- Acquire New accounts and Business Development :  
Organizing meetings with potential, new and existing clients either through known sources or through cold calls to facilitate business.

- Handling new quires, preparing quotations and forwarding proposals & taking timely follow ups
- Coordination for legal requirements and approvals in MoUs
- Facilitation of services to customers
- keep track on business records
- Renewal of Existing Credit Accounts :
  - Renewals of Agreements (IP,OP,HCK,LAB)
  - Up selling of services or packages in renewal
  - Removal of discounts
- Sales Administration
  - Intimation of Tariff Revision
  - Preparing Quotations and Forwarding proposals to prospects
  - Vender code generation and Updation of credit party master
  - Maintenance of records (Agreements and BGs) and interdepartmental communications
  - Interdepartmental communications – New Tie ups, Renewal, System Updation, Query handling, escalations etc.
- Customer Relationship Management
  - Visiting to Corporates on routine basis, get feedback or grievance
  - Visit to TPA/Insurance Companies stock holders , Build strong alliance for continuing and flawless business ,
  - Handling day to day's corporate queries: Health checkups and doctor's appointments, coordination of bed availability, availing Credit letters and undertakings in case of emergency.
  - Assisting VIP Patients in case of emergencies for doctors' appointments and admission process
  - Organization and RSVP of corporate party
- Promotional Activities:
  - Promotion of new & existing services to corporate clients: Health checkup, Short stay Services (SSS), Lipid Clinic, Care @home, MRI, PET, CT , Diabetes Self-Management(DSM) clinic, Electrophysiology & Pacemakers Implantation,BMT , Geriatrics Clinics, Poison Centre, Part time technicians courses, Mindful eating , Smoke cessation therapy.
  - Hospitals awards endorsements- Corporate, Insurance & diagnostics partners
  - Promotion of new doctors: Preparing and forwarding introduction letters to corporate , Conducted Health Talks and CMEs in corporate
  - Participation in major hospitals events: General Practitioners Meetings, Diabetes walkathon, Doctors day, Diabetes Education Programs, Organ donation stalls ,Onsite Health talks ,Blood Donation camps,
  - Participation in major conferences like EMCON 14 (Management of stall at event for 3 days)
  - Hold Health talks at corporate

- Conduct health camps at corporates sites
- Market Intelligence & MIS Reports
  - Create and update Competitors activity data base- HCK & IP, Radiology /Imagine Tariff data base.
  - Generate service based surveys on managements demand
  - Update client data base (Corporates ,Insurance ,TPA, Labs)
  - Monthly , Quaterly , Annual Sales reporting

**3. Manager –Business Development** at ‘Kredence Medicare Pvt. Ltd.’ at Navi Mumbai Area From 1<sup>st</sup> June 2012 to 15th Nov 2012 .]

**Responsibilities Handled –**

- Promotion of online portal Medecure.com and medepractice.com to the healthcare practitioners
- Empanelment of Doctors, Nursing homes and Hospitals on portal for services: Visibility management, Content management, Profile management, Lead management, Mede- clinic, Virtual clinic/OPD.
- Service delivery and coordination with account.
- Renewals of existing accounts with upselling services.
- Conversion of free subscribers in to paid subscribers.
- Monthly and quarterly analysis of service delivery of accounts and maintain statistics.
- Business intelligence and competitors’ activities survey.

**4. “Relationship Executive”** at ‘LifeCell International Private Limited’, at Navi Mumbai centre From 25th July 2011 to 30th May 2012.

**Responsibilities Handled –**

- To achieve the target sales that is communicated from time to time
- To visit two hospital every day and meet gynecologist and generate leads of expectant mothers
- To give PowerPoint Presentations on Concept of Stem cell Banking to expectant parents.
- To enter the leads generated from the field and to fill the activities carried out in the field daily in CRM.
- To project an appropriate image of the company in the field (expectant mother and doctors)

- To inform all activities happening in the field such as competitor activities and market feedback to Center Head.
- To take Center Heads to all A class doctors and hospital for relationship building routinely
- Any other work as assigned by the superior from time to time

5. **Junior Research Fellow** under DBT-funded MSC (Mesenchymal Stem Cells) project in 'Specialized Center for Cell Based Therapy' (SCCT) department at 'KEM Hospital', Parel, Mumbai-400012. Duration- August 2009- June 2011
6. **Lecturer** in Bio-Technology Department of Mahatma Education Society's 'Pillai's College of Arts, Commerce and Science', New Panvel, Navi Mumbai. Duration: September 2008- June 2009.
7. **Lecturer** in C.K.Thakur College, New Panvel, Navi Mumbai for Certificate and Diploma Courses in Bio-technology. Duration: December 2007 - April 2008.
8. **Trainee Officer** in the Quality Control Department (Microbiology) of CIPLA (Patalganga) LTD. Duration: June 2007 - December 2007.

### **Education Qualification:**

- ❖ Currently pursuing **PGDBA-Marketing** with Specialization in 'International Marketing' from Symbiosis Institute of distance learning.
- ❖ **M.Sc. (Bio-technology):University of Mumbai.**

Passed with **first class** with aggregate of **63.70 %** in the year of 2007 from KET'SV.G. Vaze college, Mulund (E), Mumbai -06.

- ❖ **B.Sc. (Bio-technology):University of Mumbai.**

Passed with **first class** with aggregate of **68.50 %** in the year of 2005 from J.B.S.P'S C. K. Thakur College, New Panvel (W).

### **Professional Qualification:**

Attended '**Leadership Development Program**' conducted at P.D.Hinduja National Hospital &MRC , Mumbai on 16Th December 2013.

**Personnel Details:**

Address : 406, D Wing ( Florida), Panvelkar Esate, Mankivali , Shirgao MIDC,  
Badlapur East , Mumbai -421503

DOB : 8<sup>th</sup> March 1985

Marital status : Married

I undersign that above furnished information is true to the best of my belief.

Date:

Pratik R Powale

Place: Panvel, Navi Mumbai

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