

Dr. GANESH LAKSHMANAN

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Honored with a Doctorate in Healthcare Business Management

Seeking assignments at Senior Level in a growth oriented organisation.

Healthcare Business & Marketing

With over 24 years of experience; skills and knowledge in;

<i>Strategic Planning</i>	<i>New Set Ups</i>	<i>Turnaround Management</i>
<i>Profit Centre Operations</i>	<i>Media Advertising, Sales & Marketing</i>	<i>International Business Devlp.</i>
<i>Product Launch/ Sales Promotions</i>	<i>Brand Management</i>	<i>Key Account Management</i>
<i>Team Management</i>	<i>Event Management</i>	<i>Public Relations</i>

An astute and result oriented professional with rich & extensive experience of over 25 years in heading business operations in healthcare & media industry. The last key assignment prior to the current assignment was as a Regional Director to strategize and build the business for Bourn Hall Clinic at Kochi.

Comprehensive experience in steering activities for entire life cycle of the introduction of new media related products. Skilled in enhancing brands sales, conducting various product launches and establishing strong business strategies for increasing revenues and the overall brand value. Strong business acumen with the ability to execute a wide range of marketing strategies to establish market presence and increase revenues and profitability for the products and services. An effective communicator with excellent relationship building & interpersonal skills.

Academic Credentials:

Diploma in Advertising & Public Relations, KC Institute of Management Studies, Mumbai

(1995)

Selected Accomplishments

- ✓ Assisted companies to grow their top lines and profits thus also got a good experience of being an Entrepreneur
- ✓ As the Regional Director for Bourn Hall Clinic, completely did a turn around for the business increasing the revenue multifold to ensure stability of operations
- ✓ Spearheaded the P&L as Business Head in Infomedia India Ltd., Mumbai and accomplished the task of making it as a profit centre.
- ✓ Played a pivotal role in promoting bilateral trade and tourism for the Gulf Times, Doha, Qatar and traveled to various countries in Europe to promote the newspaper and publish special features.

Business Skills

- ✓ Analysing business and assessing the revenue potential in business opportunities.
- ✓ Identifying and developing new streams for long-term revenue growth and maintaining relationships with customers to achieve repeat/ referral business.
- ✓ Maintaining a balance between different industry verticals and ensuring a good market share.
- ✓ Identifying and networking with channel partners, resulting in deeper market penetration and reach. Evaluating performance & monitoring their sales and marketing activities.
- ✓ Evolving market segmentation & penetration strategies to achieve targets. Developing marketing strategies to build consumer preference and drive volumes.
- ✓ Designing and implementing special promotions for increase of circulation by offering various attractions for the readers & increase of advertising revenues by cross promotions with key clients.
- ✓ Recruiting, training, providing guidance and support to the sales and advertising representatives for a large number of categories mainly Industrial, Consumer IT and Pharmaceutical categories.
- ✓ Initiating/developing relationships with key decision makers for business development.
- ✓ Overseeing and handling all types of promotions and shows managing large events for specific clients.
- ✓ Evaluating marketing budgets, including manpower planning initiatives & ensuring adherence to planned expenses.
- ✓ Building and leading world-class sales and marketing teams for various organizations.

Organizational Experience

Kairos Solutions – March 2014 till date

This is a start up Digital & Marketing firm with focus on healthcare. Have been consulting and helping companies put the right growth strategies. With a special focus on Healthcare have been able to strategize and execute on ground marketing campaigns for clients like JCI, Hinduja, ATTUNE Technologies, Draeger, Medcall, etc. Also conceptualized and

executed our own Intellectual Properties viz. Rally for the Healthcare Pros – which also got nominated at the Cannes 2015 festival for its innovation and execution.

Some of the links to my work are below

<https://www.youtube.com/watch?v=gqG7YbX9k7o>
https://www.youtube.com/watch?v=v805_HSwV7c
<https://www.youtube.com/watch?v=Ci5Vz3xYpw>
<https://www.youtube.com/watch?v=4zqoqwhTfc4>
<https://www.youtube.com/watch?v=W0TnLnajmUM>

In the past 2 years have been working on creating an exclusive platform for Digitising Medical records and creating Predictive Healthcare. This is the passion I have been driving for the past few years.

Have also created a second opinion platform for Cancer with a strategic tie up with US hospitals.

Bourn Hall Clinic (Regional Director)– March 2013 till February 2014

Steering the business activities of Bourn Hall Clinic in south and grow it from one centre to multiple centres. Managing the entire P & L for the region and responsible for its business and growth. Delivered significant growth of over 100% within 2 months and brought the company to a break even stage. The growth of business was fueled by extensive brand building made through consistent media activities and connecting to the medical community.

Break even was achieved by increasing revenues and controlling costs. Increased the success rates of the clinic to a whopping 58% from a mere 16%. This was achieved by close monitoring of systems and applying newer initiatives for the embryology and medical team. The total number of procedures increased from 25 to over 50 in these months.

Better team cohesiveness and ensuring people own up to their responsibilities made sure of the success of the centre and growth to the next level.

Hosmac India Pvt. Ltd. (General Manager)– July 2011 to March 2013

- ✓ Challenge was to increase the brand visibility of Hosmac while keeping spends low.
- ✓ Implemented various initiatives for various set of objectives in a short span of one year.
- ✓ The daily biz alerts is a newsletter informing of the news in the healthcare industry as it happens across the globe.
- ✓ Organized the first ever Golf tournament for the healthcare industry with a big success.
- ✓ Launched the magazine – healthcare Executive, a tool for the head honchos for making smarter business decisions.
- ✓ Launched the Best places to work initiative – the first for the industry.
- ✓ Ensured Hosmac got the recognitions through various awards. It was awarded the ET – Now Leaders of Tomorrow award in December 2011.
- ✓ Cut down on marketing costs by underwriting most of the activities.
- ✓ Visibility of Hosmac increased through proper channelizing of the PR agency.
- ✓ **Today Hosmac communications is an independent profit centre and a marketing arm for Hosmac.**

Marketing consultant since 2010May

Projects undertaken

- ✓ International event –Healthy cities. The entire sales and marketing was monitored successfully. The event was attended by over 1200 delegates from all across the world. The event was about building healthy cities and was organized by BNCA college from Pune with Amanora as the prime sponsor and supported by companies like Cisco, Nitco, etc. The success of the event can be monitored by the fact that the next chapter would be held at Dubai.
- ✓ Saftec – A company manufacturing disposable garments for the healthcare industry. We devised a plan to launch their products and market them successfully by educating and creating awareness of the importance of controlling infections in hospitals, clinics, etc.
- ✓ International Business Times – A marketing assignment for their medical tourism project which was undertaken by them for their HQ in USA.
- ✓ Evimed a German company in providing software for the healthcare industry especially in diagnosing cancer. Helped them to successfully stamp their presence in India through PR.

Was employed with Apex Press & Publishing, Oman as Deputy Group Manager till April 2010

- ✓ Setting up of the new revenue division for the launch of the newspaper.
- ✓ This being the 4th English newspaper in the country, has its own challenges. Successfully turned around and have set up the team and the business model for this newspaper.
- ✓ Various new revenue streams launched and contributed for the group.
- ✓ This is a contractual agreement only to set up the entire process.

Aug'04- Mar' 08 with Infomedia India Ltd., Mumbai as Business Head

- ✓ Accountable for managing the entire gamut of activities towards launching a niche B-2-B magazine on Healthcare titled '**Modern Medicare**'.
- ✓ Spearheaded the development of the healthcare segment as one of the key growth areas.
- ✓ .
- ✓ Successfully achieved 70% of the market share within a period of one year by displacing the leader 'Express Healthcare management' from its No.1 position.
- ✓ Launched Modern Medicare Excellence awards – the first of its kind for the healthcare industry. magazine turned profitable in the first year of its operations.
- ✓ **Initiated the growth of the magazine by launching other properties of the CHIP magazine.**
- ✓ Managed the change in 'CHIP' magazine and positioning as the No.1 IT magazine for the consumer
- ✓ Launched the 'CHIP Most Aspired Tech Brand awards', 'CHIP Guru' and the 'Buyers guide' besides the Content Development for some of the overseas magazines.
 - The designated brands contributed 30% of the total revenues of the publishing division.
- ✓ Ensured the smooth flow of the designated magazines with coordination from the editorial, sales, marketing, design and circulation.
- ✓ Handled key clients including GE healthcare, Maquet, Western Digital, etc.
- ✓ Initiated a lot of promotions and PR activity while changing the perception of the Chip magazine from being a tech magazine to a end user magazine, to ensure the perception changes. This reflected in the improvement of market share for the magazine.

Nov'00-May'04 With Gulf Times, Doha, Qatar as Sr. Business Development Manager

- ✓ Travelled to various countries in Europe to promote newspaper and publish special features.
- ✓ Gained access to various meeting with diplomats and ministries of these countries.
- ✓ Promoted the business from various European countries in Doha through Gulf Times.
- ✓ Handled a team of editorial, design and sales personnel.

Previous Work Experience

April 98-Oct'00 with Ananda Bazaar Patrika, Mumbai as Group Head

- ✓ Steering advertising sales from the Western region for a large number of categories mainly Industrial, Consumer, IT and Pharmaceutical lead a team of dedicated sales and advertising representatives.

Apr 95-Mar'98 with Elixir Communications, Mumbai as Director, Marketing

- ✓ Received hands on experience in organising large events for specific clients.

Oct'91-Mar'95 with Tata Press Ltd., Mumbai, as Territory Manager

- ✓ Part of the team that launched the Tata Press Yellow Pages in Mumbai and made a successful product.
- ✓ Rewarded consistently for being the top performer.

Date Of Birth: 21st May, 1969, Languages Known: English, Tamil, Hindi, Marathi and Malayalam.