

SUSANTA TRIPATHY

CONTACT

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 Ahmedabad, India

CORE STRENGTH

- Strategic Planning & Operations
- Franchise Management
- Business Development
- Financial Analysis & Planning
- Merger & Acquisition
- Network Expansion

EDUCATION

MBA - Marketing & Finance

ICFAI, Hyderabad

2006-2008

B.Com - Business Studies

Aeronautics College

2003-2006

LANGUAGES

English - Read, Write, Speak
Hindi - Read, Write, Speak
Oriya - Read, Write, Speak
Telugu - Market Proficiency
Tamil - Market Proficiency
Gujarati - Market Proficiency

DATE OF BIRTH

20th June, 1986

PROFILE

An experienced professional with **16+ years** of diverse expertise in Healthcare, IT, Education & Publishing industries. Proven track record in achieving revenue and business growth goals through strategic planning, operations, and financial analysis. Seeking leadership role to leverage cross-industry expertise and drive organizational success.

WORK EXPERIENCE

General Manager - Corporate Strategy

Shalby Limited

Dec'20 - Present

Corporate Strategy: Leading corporate strategy efforts for new hospitals and franchising, contributing to the organization's growth and expansion.

P&L Management: Successfully managing the P&L for the vertical.

Financial Planning: Actively managing budgeting, Annual Operating Plan and competitive pricing strategies.

New Initiatives: Assisting the CMD's office in overseeing the effective launch of new initiatives, enhancing the organization's innovation.

Legal Compliance: Liaising with legal teams to ensure franchisee and legal compliance, mitigating potential risks.

Investor Relations: Managing investor profiling and onboarding processes, fostering investment in the hospital projects.

Network Expansion: Commissioned 5 Orthopedic & 1 Multi-specialty Centre across regions.

Partnerships: Implemented new partnerships for surgeries and OPDs at non-group hospitals, expanding service offerings.

Additional Responsibilities: Overlooked initiatives related to waste reduction, international patient safety, and enhancing customer experience.

Senior Manager - Franchising

Apollo Health & Lifestyle Ltd

Mar'15 - Dec'20

Franchise Network Expansion: Demonstrated ability to consistently expand franchise networks growth and market presence.

Operational Efficiency: Successfully improved operational efficiency within franchise systems, leading to cost savings and enhanced performance.

Profitability Enhancement: Accomplished in increasing franchise profitability through strategic initiatives and business improvements.

Team Leadership: leading cross-functional teams, motivating staff, and creating a collaborative work environment that drives success.

Relationship Building: Established and maintained positive relationships with franchisees, partners, and stakeholders.

Legal Compliance: Proficiency in franchise legal requirements, contracts, and compliance.

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Ahmedabad, India

OTHER LEARNINGS

- Industrial Computer Accounting (ICA)
- MS office suite and open office
- SAP-SD, Microsoft Dynamics
- Insta -HMS & Med Mantra
- Microsoft Power BI
- Performance Coaching

RECOGNITION

July 2021 | Shalby Limited.

Best Debutant Performer

May 2018 | Apollo Health & Lifestyle Ltd.

Contribution Operational Excellence

Apr 2017 | Apollo Health & Lifestyle Ltd.

Best Employee of the Year

Apr 2016 | Apollo Health & Lifestyle Ltd.

Collection & Operations

REFERENCES

Reference 1



On Request



On Request

Reference 2



On Request



On Request

WORK EXPERIENCE

Regional Manager - Franchising

Gateforum Educational Services Pvt Ltd

Sep'12 - Mar' 15

Franchise Partner Management: Identify, onboard, and nurture relationships with new franchise partners network.

Performance Goals: Consistently meet and exceed monthly, quarterly revenue goals, MBOs (Management by Objectives).

Documentation and Communication: Maintain action, issue, and risk logs, and keep teams informed of status changes through proactive communication.

Legal and Financial Oversight: Collaborate closely with legal and finance teams to address franchisee payment defaults and legal cases.

Data Analysis and Reporting: Generate reports, conduct competitor analysis, and develop marketing strategies to support franchise growth.

SOP Compliance: Ensure strict compliance with all standard operating procedures.

Budget Planning: Participate in franchise budget planning by analyzing previous year financial data in coordination with franchisees.

Assistant Manager - Client Service

VNS IT Solutions Pvt Ltd

Jun'11 - Aug'12

Client Relationship Management: Build and nurture healthy business relationships with major clients, prioritizing customer satisfaction through support and adherence to delivery and quality standards.

Product Promotion: Bulk SMS solutions, School ERP systems, and web solutions to educational institutions, colleges, and companies, emphasizing the value and benefits of these products.

Reseller Network Expansion: Identify and approach resellers to expand the reach of VNS's services in Andhra Pradesh, Telangana, and other regions of India, contributing to business growth.

After-Sales Service: Take responsibility for executing effective after-sales service by closely coordinating with the backend team, ensuring client needs and issues are addressed promptly.

Marketing Officer - Publishing

Ratna Sagar Publishing Pvt Ltd

Mar'08 - Jun'11

Sales and Promotion: Successfully promote academic books to primary and higher secondary schools.

Relationship Building: Cultivate positive relationships with distributors and retailers, fostering brand loyalty.

Sales Targets: Meet and exceed sales targets consistently, demonstrating a strong ability to drive revenue growth.

Client Retention: Take responsibility for client retention by delivering exceptional service and maintaining a high level of customer satisfaction.