

**ARUN P N**

**Vice President – Business Operations**

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### Objective

Seeking a **Senior Management Position** in the field of Business Operations in a creative, technology-driven organization in an environment that encourages innovative thinking, recognition and career development.

### Synopsis

- ✓ Executive level Business Manager with over 24 years of expertise in Management, Business Operations & Sales Leadership; Proven ability to manage complex sales projects and work as part of a cross functional Team, develop new accounts, and unify corporate efforts to achieve business excellence
- ✓ 24 years of experience in Healthcare & Health Care IT, 14 years of experience as a Business Manager handling business operations of enterprise software solutions, cloud based SaaS in HCIT products like EMR, EHR, Hospital Management Software & Software Services like Medical Coding Services (ICD 10), & Medical Transcription Services (Upsell along with EMR) & Ecommerce for healthcare
- ✓ 12 years of experience in Health Care IT analytics
- ✓ 5 years of experience in Product Management & Business Development of AI & ML products in health tech
- ✓ Adept at proactive business planning and implementing strategies for business development, providing management & leadership expertise to coordinate the efforts, developing sales channels with a flair for streamlining operations, channel partner management, & customer relationship management, to ensure the business operations team performs as per the expectations and achieve targets
- ✓ Proficient at leadership hiring, coaching and mentoring of business operations team
- ✓ Adept at consistent sales goal setting processes by driving quarterly business reviews, designing sales incentive plans and sales compensation

### Areas of Expertise

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|--|---|
| • <b>New Business Development</b>                | • <b>Operations Management</b>            |
| • <b>P &amp; L Management</b>                    | • <b>Team Management</b>                  |
| • <b>Business Planning</b>                       | • <b>Product Management</b>               |
| • <b>Market Analysis</b>                         | • <b>Contract Negotiations</b>            |
| • <b>Strategic Planning</b>                      | • <b>Key Account Management</b>           |
| • <b>Turnaround &amp; High-growth Strategies</b> | • <b>Customer Relationship Management</b> |
| • <b>Budgeting &amp; Forecasting</b>             | • <b>Channel Partner Management</b>       |

### Achievements

- 30 + deals signed for medics ERP
- Signed TCV worth ₹ 4.5 Crore for medics Hospital Management Software with Manipal Group of Hospitals
- Successfully conceptualised, developed software, offered services & generated revenue worth of Rs. 6 Cr (SaaS model in a start-up by selling EMR's like OP, IP, General medicine, Paediatric, OBG & GYNC, Infertility, Rheumatology, Cardiology) while conducting market research as a part of identifying opportunities to add business value
- 150+ clients signed for my products & services in SaaS
- Launched a B2B e-Commerce market place for clinics & hospitals – medics Grid
- Enterprise Projects Signed : KMC Manipal, Sikkim Manipal Hospital, Fortis Group, BGS Global, CSI, Madurai Meenakshi Mission, KG Hospital, Baptist, St Martha's, CSI, Sparsh Group of Hospitals
- Government projects Signed: Arogya Bhagya Yojana-Karnataka State Police Health Records, Rajiv Gandhi Institute of Chest Diseases, ISRO, NAL, BEML, & Command Hospital

Organizational Forte		
2020 to	Early Stage Health Tech Start-up	VP – Business Operations
2019	GTSoft Technologies India Pvt Ltd.,	Business Unit Head
2017 to 2019	Stealth Start-up	Business Head
2015 to 2017	Ubq Technologies Pvt Ltd.,	Business Head
2008 to 2015	Yos Technologies Pvt Ltd.,	Head of Sales
1997 to 2008	Fourrts India,	Sales Manager/ Product Exec
Responsibilities		

- Responsible for preparing annual operating plan, business plan implementation, and P & L accountability
- Overall responsibility of business operations of medics Grid E-commerce website – Category Management, Vendor Management & Compliance, Product & Pricing Management (interlinked with purchase & inventory module of medics ERP)
- Responsible for zone wise business development, market research, industry & product research, new account identification & penetration, revenue generation & bottom line growth, project lifecycle coordination & management, consultative & solutions selling, customer need assessment & fulfilment, and client retention
- Develop forecast of industry, company and product line sales collaborating with sales team to set targets
- Drive efforts to meet monthly, quarterly & annual sales goals
- Analyse and evaluate CRM data to help sales or business operations team gain insight into the pipeline, shorten the sales cycle and grow revenue
- Responsible for developing and maintaining relationship with CXO's at key accounts (Tier 1 & Tier 1+ Clients)
- Organising & participating in conferences, & exhibitions and to conduct seminars to demonstrate software capabilities

Awards
<ul style="list-style-type: none"> <li>▪ Sales Excellence Award - Star Performer for 5 years</li> <li>▪ Best Zonal Seller Award for Ubi Q</li> <li>▪ Best Regional Seller Award</li> <li>▪ Winner of Star Performer Award as Sales Manager (2 times – 2003, 2005)</li> <li>▪ Winner of Star Performer Award for Annual Achievement of 115% &amp; more as Executive (3 times as executive which was introduced in the year 1999 (2000, 2001, 2002)</li> </ul>

Academic Credentials
<ul style="list-style-type: none"> <li>▪ Advanced Leadership Programme – Indian Institute of Management, Bangalore</li> <li>▪ Executive program in Leadership &amp; Change Management - XLRI, Jamshedpur</li> <li>▪ Organizational Design – IIMBx   Indian Institute of Management, Bangalore</li> <li>▪ Bachelor of Commerce - Bangalore University</li> </ul>

#### Other

- Diploma in PC programming & Computer Applications – Computer Point Academy, Bangalore

Technical Skills
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- Well versed with Salesforce.com, MS - Office, MS – Excel, MS - PowerPoint, and Internet Applications

Personal Snippets
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**Date of Birth:** 15<sup>th</sup> June 1976

**Address:** [Bangalore 560019, Karnataka, India](#)

**Languages Known:** English, Kannada, Hindi, Telugu & Tamil