



Contact



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Address

106 Gayatri Puram Para,
Rajajipuram, Lucknow.

Education

2014

B.Tech (Mechanical Engineering)

Bhabha Institute Of Technology, Kanpur

2008, 2010

HighSchool & Intermediate

St Mary's School, Lucknow. ICSE Board

Expertise

- Acquisition Marketing
- Promotions Planning Skills
- Client Engagement
- Sustained Business Growth
- Digital/ Social Communication
- Decisive Problem Solving
- Integrity & Transparency
- Business Development
- Effective Communicator

AKSHAY SONWANI

Head- Corporate Marketing & TPA

Seasoned and multifaceted professional, with A-wide ranging experience in hospital marketing and operations. Skilled at providing market information and demonstrating clear understanding of customer needs and market trends as well as brand strategy. Adapt at facilitating process improvement activities while performing complex, efficient initiatives and workflow analysis of business. Proven strengths in building relationships across functions, positive team leadership, building new departments, possess articulate and persuasive written and oral communication skills, and superior problem- solving techniques.

Experience

2022 - Till now

Shekhar Hospital Pvt Ltd, Lucknow

Head- Corporate Marketing & TPA

- Implemented and monitored organizational plans and developed goals and strategies to address prioritized issues.
- Empanelment of various Corporate like, CGHS, NR, NER, NTPC, FCI, ONGC, HPCL, IIIT, Pt. Deen Dayal Upadhyay Scheme and many more to generate business.
- Done empanelment with TPA companies like, SBI General Insurance, time to time upgradation from insurance & TPA's for rates revision.
- Handling TPA, Reconciliation of Payment, New Empanelment of TPA/PSU's etc.
- Executing Promotional health checkup camps with Banks, Corporates, RWA's etc with team.
- To explore newer geographical area new markets, for customer target for hospital.

2021 - 2022

Charak Hospital & Research Centre, Lucknow

Manager- Corporate Marketing

- Filled tender of HAL In-House Pharmacy, For MRI & CT machine in Indra Gandhi Hospital, New Delhi.
- Started New Pharmacy in side HAL of giving a revenue of RS 3.5Cr
- Deals in Corporate Marketing (Government / Private) like, CGHS, RDSO, ESIC, HPCL, IOCL, SIDBI, NTPC, CPCB and many more to generate business.
- Recently empanelment done with SBI General Health Insurance, HPCL, ESIC, Regional Office, IIIT, BHEL, NTPC to grow more with MNC Companies.
- Execute Camps in Various segment like in corporate departments (government and private) and in village also to promote ayushman bharat scheme
- Excuted Onsite Health checkup in MP Birla Cement factory, Visaka Industries etc.

Work Reference

- Anil Upadhyay
NER
- Anil Tiwari
NTPC
- Ambuj Shukla
Food Corporation Of India
- Dr Hemant Mittra
CGHS
- Pramod Tripathi
Bajaj Power Plant
- Avinish Soni
MP Birla Cement Factory
- Himanshu
HPCL
- Dr Vivek Chauhan
STAR Health TPA
- Ravi
MD India

Language

English
Hindi

2019 - 2021

Dr Subodh Agarwal Memorial Eye Hospital, Lucknow

Marketing Manager

- To handle Patient Services and provide all assistance in their stay at every stage, from the moment they arrive till they go back like:- Fix the initial consultation with the doctor(s), counselling giving to patient if operation advised, explaining different types of IOL's Schedule standard pre-surgical tests required, explain pre check-ups for operations.
- Deals In Corporate Marketing.
- Execute camps in Corporates to promote hospital.
- Empanelment done with Awas Vikas parishad, FCI, BHEL.
- Handling Inhouse Pharmacy Purchasing and Pharmacy Software.
- Visited to some doctors to promote and for growth in Pedia (ophthalmologist) segment.

2017 - 2019

Divya Jyoti Nertralaya, Lucknow

Marketing Executive

- Got exposure of corporate marketing in government corporate, private and in TPA.
- Execute the various activities planned as per the phase wise Marketing plans for example, Conferences, Workshops Camps.
- Conducting camp in corporates to generate revenue.
- Regular visits in CGHS Dispensary, Railway, ECHS, etc.
- Making promotional scheme like publishing discounted coupon.

2015 - 2017

Vision Enterprises, Lucknow

Business Development Executive

- Vision enterprises deals in Intraocular lens & consumables of ophthalmology department. Started my career in marketing from here it self only.
- Sales of Lens/ consumables through doctor.
- Covered area lucknow including sitpur, rae bareli, lakhimpur, Basti etc

2015- 2015

Alicon Castalloy Limited, Pune

- Worked in production line, on lathe machine and CNC Machine.