

RESUME



Personal Data

- Full Name** : Tuan Ahashan Juhir Hasan
- Date of Birth** : 1st September 1961
- Civil Status** : Married and with 02 children (Daughters)
- Residential Address** : 196/1, Quarry Road
Dehiwala
Sri Lanka
Tel : + 94 11 2721824
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E-mail : taj.hasan@gmail.com
- Education** : Royal College, Colombo 7, Sri Lanka
- Educational Qualifications** : GCE (A/L) - 1980
GCE (O/L) - 1978
NCGE - 1975
- Extra Curricular Activities** : Athletics, Hockey, Soccer and Rugby-Football
- Professional Qualifications** : Master of Business Administration
(MBA) UNEM – 2014
Post Graduate Diploma in Business Administration
(PG Dip BA) UK – 2009
- Special Interests** : Reading
Physical Fitness
Freethought
- Memberships** : The Management Club, Colombo (TMC)
Ceylonese Rugby & Football Club (CR & FC)
Group of '76-80 (Royal College)

Employment History – Summary

Key Positions Held	: CEO, General Manager, Head of Sales & Marketing, Marketing Manager, Sales Manager
7) Employer	: Ceylon Hospitals PLC
Period	: 1st January 2015 to date
Position	: Head of Sales & Marketing
6) Employer	: Venture Consulting (Self Employed)
Period	: 1st January 2014 to 31st December 2014
Position	: Management Consultant
5) Employer	: Metropolitan Office (Pvt) Ltd.
Period	: 1st June 2011 to 31st December 2013
Position	: General Manager – Healthcare
4) Employer	: General Sales Co. (Pvt) Ltd.
Period	: 1st March 2009 to 31st May 2011
Position	: Chief Executive Officer (CEO) – Medical
3) Employer	: Delmege Medical (Pvt) Ltd.
Period	: 15th February 2004 to 31st February 2009
Position	: General Manager
2) Employer	: General Sales Co. Ltd.
Period	: 15th June 1998 to 31st January 2004
Position	: Marketing Manager – Medical
1) Employer	: Metropolitan Agencies (Pvt) Ltd.
Period	: 3rd May 1982 to 15th June 1998
Position	: Sales Manager (1993 – 1998)

(7) Ceylon Hospitals PLC

Employer	: Ceylon Hospitals PLC
Period	: 1 st January 2015 to date
Position	: Head of Sales & Marketing
Key Role	: Management responsibility for overall Sales & Marketing functions of the Hospital and Laboratories, Marketing Communications, Customer Relationship Management, Business Development, Corporate & Government Sales, International Business, New Product Development and New Market Development. Formulation, Implementation and Control of Annual Marketing Plans & Budgets.

Career Milestones – Ceylon Hospitals PLC

- Restructured Marketing Division with segmentation into SBU's such as Marketing Communications, Customer Relationship Management, Corporate/Institutional Sales, and International Sales Teams.
- Secured new accounts in Corporate/Institutional Sales and International Sales and achieved revenue growth of 55% and 35% respectively for current year with significant contribution to the bottom line..
- Initiated MarComm campaigns through ATL, BTL and TTL activity and contributed to overall business numbers and bottom line in respect of all core speciality areas such as Cardiology & Cardiac Surgery, Obstetrics & Gynaecology, Ophthalmology, Orthopaedic Surgery, Neurology and Neuro Surgery, Paediatrics and Paediatric Surgery, GU & GI Surgery, Dental Surgery etc.,
- Reconfigured and streamlined processes and Standard Operating Procedures at all patient touch points and counters with a view to enhancing quality of customer service and patient experience and bettering efficiencies of processes.
- Initiated relationship building activities for Resident and Visiting Clinicians, Nursing and Paramedic staff towards enhancing loyalty and retention.
- Supported Medical Services Department in acquisition of new Visiting Clinicians in keeping with expanding service portfolios and building capacity in the Hospital.

(6) Venture Consulting

Employer	: Venture Consulting (Self Employed)
Period	: 1 st January 2014 to 31 st December 2014
Position	: Management Consultant
Key Business Portfolios	: Crafting & Executing Business Strategy & New Business Models Business Process Re-engineering Organizational Reforms & Restructuring Mergers & Acquisitions Corporate/Management Trainings
Client	: Wialon Lanka (Pvt) Ltd.

(5) Metropolitan Office (Pvt) Ltd.

Employer	: Metropolitan Office (Pvt) Ltd.
Period	: 1 st June 2011 to 31 st December 2013
Position	: General Manager – Healthcare Division
Key Role	: Overall P&L Management responsibility for Strategic Management functions and operations such as Sales & Marketing, Technical Services, Trading, Distribution, Business Development, HR & Admin, Stores & Inventory, Finance & Accounts, Special Projects, Formulation, Implementation and Control of Annual Operating Plans & Budgets.
Key Product Portfolios	: Diagnostic Imaging Systems – Neusoft/Philips Ultrasound & Echocardiography – Alpinion Digital X-Ray – Sedecal Digital Radiography – Canon PACS, RIS – Vepro Cardiology, Telemetry – Norav Neurology – Cyberonics Radiosurgery – AmericanRadiosurgery Inc. Medical Disposables – MG Medicals
Overseas Events Attended	: Arab Health Congress, Dubai (2012) UAE

Career Milestones – Metropolitan Office (Pvt) Ltd.

- Established Healthcare Division in keeping with diversification initiative of the company based on Institutional Sales, Distribution and Projects Business Model. Secured Authorised Distributorships with above Business Portfolio. Achieved traction in Government and Private Healthcare sectors with satisfactory Revenues and Profits.
- Secured USD 05 Million Grant Aid Project with Government of India for supply of High End Medical Equipment to select Teaching/General Hospitals in the country.

(4) General Sales Co. (Pvt) Ltd.

Employer	: General Sales Co. (Pvt) Ltd.
Period	: 1 st March, 2009 to 31 st May 2011
Position	: Chief Executive Officer (CEO)
Key Role	: Overall P&L Management responsibility for Strategic Management functions and operations such as Sales & Marketing, Technical Services, Trading, Distribution, Business Development, HR & Admin, Stores & Inventory, Finance & Accounts, Special Projects, Formulation, Implementation and Control of Annual Operating Plans & Budgets.
Key Product Portfolios	: Diagnostic Imaging Systems – Neusoft Medical Ultrasound & Echocardiography – GE Healthcare Maternal & Infant Care – GE Healthcare Patient Monitoring – GE Healthcare Bone Mineral Densitometry – GE Healthcare Cardiology – GE Healthcare Medical Furniture – GE Healthcare Syringe & Infusion Pumps – Samtronic Dental Chair & Units – Shinhung
Overseas Events Attended	: BPL India Distributor Meeting (2011) India Arab Health Congress, Dubai (2010) UAE CMEF Medical Exhibition, China (2010) China

Career Milestones – General Sales Co. (Pvt) Ltd.

- Restructured and re-staffed Sales, Service and Support Services sub divisions with a view to offering better Employee Value Proposition and thereby enhancing efficiency and operational excellence.
- Restructured Business Model by setting up new sub division to manage Medical Disposables, Medical Portable Devices and Medical Furniture business portfolios with annual revenues of over Rs. 60 Million and GP of over Rs. 14 Million.
- Expedited debt recovery from Government sector lying unsettled for over 01 year and amounting to over Rs. 15 Million. Liquidated dormant stocks of medical equipment in inventory for over 02 years amounting to over Rs. 10 Million.
- Introduced new business portfolios with tie ups as Sole Authorised Distributor for Operating Theatre Tables & Lights, Electrosurgery, Shockwave Lithotripsy, Sterilization, Portable Medical Devices, Medical Waste Disposal, and Pulse Oximetry.
- Established CSR activity for the company by sponsoring Ultrasound and Echocardiography clinical workshops in concurrence with leading Radiologists, Cardiologists, and Gynaecologists at Hospitals in under privileged areas throughout the country.
- Achieved Turnover of over Rs. 220 Million with GP of over Rs. 40 Million for 2009/10 with a growth of over 15% against previous financial year.

(3) Delmege Medical (Pvt) Ltd.

Employer	: Delmege Medical (Pvt) Ltd.
Period	: 15 th February 2004 to 15 th February, 2009
Position	: General Manager
Key Role	: Overall P&L Management responsibility for Strategic Management functions and operations such as Sales & Marketing, Technical Services, Trading, Distribution, Business Development, HR & Admin, Stores & Inventory, Finance & Accounts, Special Projects, Formulation, Implementation and Control of Annual Operating Plans & Budgets.
Key Product Portfolios	: Diagnostic Imaging Systems - Hitachi Ultrasound & Echocardiography - Medison Oncology & Neuro Surgery - Elekta Biological & Research Microscopes - Olympus Blood Bank Equipment - Thermo Sterilisers & Autoclaves - Tuttnauer Anaesthetic Machines & Ventilators - Acoma Chemistry & Haematology Analysers – ABX/Horiba
Overseas Events Attended	: Olympus Asia Distributor Meeting (2008) Japan Medison Asia regional Meeting (2007) Hong Kong Medison Asia Regional Meeting (2006) Thailand Medison International Business Forum (2006) Malaysia Olympus Asia Distributor Meeting (2005) Singapore Arab Health Congress (2005) UAE

Career Milestones – Delmege Medical (Pvt) Ltd.

- Expanded Direct Marketing Force and Product Portfolios of Medical Disposables Arm, revived operations in Jaffna Branch Office, and set up operations in new areas in the North & East of the Island
- Formed Strategic Alliances with Local Manufacturers of Medical Furniture and Indenting Agents for Medical Disposables to complement current Business Portfolio in keeping with Market Diversification Strategy.
- Enhanced focus on Product and Market Development activities to fill gaps in Total Business Portfolio
- Achieved Turnover of Rs. 340 Million with GP of Rs. 80 Million for 2007/8
Achieved Turnover of Rs. 320 Million with GP of Rs. 72 Million for 2006/7
Achieved Turnover of Rs. 300 Million with GP of Rs. 68 Million for 2005/6
Achieved Turnover of Rs. 290 Million with GP of Rs. 59 Million for 2004/5
- Secured award of USD 02 Million for National Nano Technology Project (SLINTEC/Ministry of Science & Technology) in 2008.
- Secured award of USD 35 Million for National Blood Bank (JBIC) Project in 2006
- Progressively reduced overhead costs by over 25% through expediting debt recovery and liquidating slow moving stocks for year ending 2005/2006
- Re-aligned functions of all Product Heads to focus on Fastest Growing and Most Profitable market segments resulting in over 50% increase in Sales Revenue for Retail and Surgical Disposables Business, and over 30% for Equipment Business in year ending 2005/2006
- Restructured Technical Services Division from operating as Cost Centre to convert to Profit Centre and achieved 100% increase in Service Revenues as at year end 2005/2006

(2) General Sales Co. Ltd.

Employer	: General Sales Co. Ltd.
Period	: 15 th June 1998 to 31 st January 2004
Position	: Head of Division / Marketing Manager
Key Role	: P&L Management responsibility for Sales & Marketing, Technical Services, Administration, Finance & Accounts, Business Development, Implementation and Control of Sales and Service Budgets and Marketing Plans for Product Portfolios handled.
Key Portfolios	: Diagnostic Imaging Systems – GE Service Franchisee – GE Electrosurgery Systems – Valleylab Dental Chairs & Unit – Shinhung Radiotherapy Simulators – Nucletron Ogawa Seiki – Laboratory Instruments
Overseas Events Attended	: GE “VIP” South Asia Meeting (2002) India Valleylab South Asia Dealer Convention (2001) Australia GE “VIP” South Asia Meeting (2000) India
Overseas Training	: GE X-Ray & Ultrasound Systems (2003) India Valleylab Electrosurgery & CUSA Systems (2002) Thailand
Local Training	: Valleylab CUSA Systems (2003) Apollo Hospital, Colombo

Career Milestones – General Sales Co. (Pvt) Ltd.

- Achieved Turnover of Rs. 170 Million with GP of Rs. 44 Million for year end 2003.
Achieved Turnover of Rs. 140 Million with GP of Rs. 33 Million for year end 2002.
Achieved Turnover of Rs. 110 Million with GP of Rs. 27 Million for year end 2001.
Achieved Turnover of Rs. 100 Million with GP of Rs. 23 Million for year end 2000.
Achieved Turnover of Rs. 95 Million with GP of Rs. 24 Million for year end 1999.
- Secured award for Sri Lanka's First 16/32 Slice Spiral CT Scanner System at Asiri Hospital, Colombo – 2003.
- Secured award for Sri Lanka's First Vascular Cathlab System at National Hospital, Colombo – 2002.
- Introduced new Product lines such as Bone Densitometry Systems (GE) and CUSA Systems (Valleylab) to complement range of equipment handled.
- Appointed As Service Franchisee for Wipro GE Medical Systems, India in 2001
- Secured award for Sri Lanka's First Spiral CT Scanner System at Oasis Hospital, Colombo – 2001.
- Secured award for Sri Lanka's First Digital X-Ray R&F System at Oasis Hospital, Colombo – 2000.
- Secured award for Sri Lanka's First Mammography X-Ray System at National Hospital, Colombo – 1999.

(1) Metropolitan Agencies (Pvt) Ltd.

Employer	: Metropolitan Agencies (Pvt) Ltd.
Period	: 3 rd May 1982 to 15 th June 1998
Positions	: Sales Manager (1993 – 1998) Product Manager (1987 – 1993) Marketing Executive (1985 – 1987) Marketing Assistant (1982 – 1985)
Key Portfolios	: Duplicators & Copy Printers – Superfax Cash Registers & POS Systems – Casio Photocopiers – Canon Suntel – Loopless Land Telephones
Special Awards	: Best Salesman – Canon Photocopiers (1984) Incentive Trip to Canon’s Facilities in Singapore, Hong Kong & Japan (Factory & Offices)
Overseas Events Attended	: Casio South Asia Dealer Meeting (1995) USA Casio South & West Asia Dealer Meeting (1994) UAE
Seminars Attended	: “Continuous Management Development” (1997) Conducted by Gehan Talagodapitiya Associates “Business Process Re-Engineering” (1996) Conducted by Colombo Business School “How to be an Effective Sales Manager” (1995) Conducted by NIBM “Making Effective Presentations” (1994) Conducted by Mr. Haleem Ghouse “Effective Communication” (1993) Conducted by Mr. Ivan Ondatjie

Career Milestones – Metropolitan Agencies (Pvt) Ltd.

Sales Manager – 1993 to 1998

- Responsible for managing new Division comprising of 4 Sales Teams totaling 6 Marketing Assistants with Island-wide coverage of territories.
- Increased overall Turnover and Sales Volume from Rs. 8 Million and 160 Units to Rs. 24 Million and 400 Units for Duplicators.
- Increased overall Turnover and Sales Volume from Rs. 6 Million and 170 Units to Rs. 18 Million and 450 Units for Cash Registers.
- Appointed Member of Management Committee headed by a Senior Director to resolve problems affecting Business Processes of Company.
- Appointed Member of Team of Facilitators responsible for conducting in-house Seminars for Junior Staff.
- Responsible for setting up Marketing Operations for Sales and Distribution of Suntel Loopless Land Telephones under new Division.

Product Manager – 1987 to 1993

- Responsible for coverage of Ratnapura, Kegalle, Badulla & Moneragala regions and entire Southern Province in addition to Colombo territories.
- Increased overall Turnover and Sales Volume from Rs. 1.5 Million and 15 Units to Rs. 2.5 Million and 25 Units for Photocopiers.
- Captured overall Market share in the above territories from 50% to 70%.
- Appointed Member of Training Team assigned to providing Product Training for new recruits.

Marketing Executive – 1985 to 1987

- Appointed Team Leader of Group of 6 Marketing Assistants covering Colombo 1, 3, 9, 10, 11 and immediate suburbs and Kalutara and Gampaha Districts.
- Increased Turnover and sales Volume by more than 100% for Photocopiers in territories handled.
- Enhanced Market from 30% to 50% in the new regions covered.

Marketing Assistant – 1982 to 1985

- Coverage of Colombo 1, 9, 10 and immediate suburbs.
- Increased Market Share from 40% to 80% in the territories handled.
- Won Best Salesman award for Photocopiers and Incentive Trip to Singapore, Hong Kong and Japan to Canon's facilities (factory & Offices).

Non-Related Referees

1) Mr. Suren Rajanathan

Past Chairman CIM (UK) SL Branch

Vice President

3M Lanka (Pvt) Ltd.,

Colombo 07.

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2) Mr. Pradeepa Kekulawala

Recipient of “100 Most Talented Global HR Leaders” award – CHRO Asia

Head of Human Resources

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T A J Hasan