**Vinayak Venkatesh. P**

**BUSINESS MOTTO:**

**“ In business you don’t get what you deserve, you get what you negotiate.”**

# CORE PROFFESIONAL COMPETENCIES:

* Cross-functional Team Leadership
* Customer Segmentation
* Strategic Brand Management
* Product launch strategisation
* Project Management
* Profit Centre / SBU Management
* International Marketing & Business Development
* Product Positioning - Market/Trend/Data Analysis
* Trade Show / Expo participation and leverage

Chief Operations Officer with over 18 years exp and stints at the CXO level of India's topmost Healthcare players handling overall Operations, P&L, Quality , NABH , Branding , PR , Resource utilization , project expansions etc. Successfully handled NABH and accomplished in two major hospitals and also in a short span of 6 months from start to completion ,TUV-SUD OHSAS, Energy and Pharmacy Audits.

Accomplished, decisive, and knowledgeable Profit centre head with more than 18 years experience in dynamic companies such as:

* **HCG CANCER CENTRE**
* **MAHATMA GANDHI CANCER HOSPITAL**
* **VINDICATE CONSULTING**
* **SEVEN HILLS HOSPITAL LIMITED**
* **GLOBAL HOSPITALS & HEALTHCITY**
* **SPACE TELEMEDICINE**
* **DIRECT ON PC LIMITED**
* **DISHNETDSL LIMITED**

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**Areas of Expertise**

## **Strategy Planning**

* Establishing goals, short term and long term budgets, forecasts and developing business plan for the achievement of these goals at a *national level*.
* Actively involved in business planning and monitoring performance branch wise/ SBU wise

## **Business Development**

* Identifying and developing new streams for long-term revenue growth and maintaining relationships with customers to achieve repeat/ referral business.
* Conducting competitor analysis by keeping abreast of market trends and competitor moves to achieve market share metrics.
* Utilising the public information and personal network to develop marketing intelligence for generating high leads.

## **Client Relationship Management**

* Identifying and networking with prospective clients, generating business from existing accounts and achieving profitability and increased sales growth.
* Building and maintaining healthy business relations with clients, ensuring high customer satisfaction matrices by achieving delivery & service quality norms.

## **Key Account Management**

* Mapping client’s requirements and providing them customized business solutions through new proposals, presentations and demonstrations.
* Identifying and networking with prospective clients, generating business from the existing accounts and achieving profitability and increased sales growth.
* Giving presentations and demonstrations to prospective clients; handling various techno-commercial functions for securing projects.

## **International Marketing**

* Managing business development activities & accountable for profitability & increased growth and implementing sales promotional activities for brand building and market development.
* Positioning new products in the International Market in accordance with market segment mapping and conducting viability study for placing the brand in premium positions.
* Managing International Trade operations of products
* Conducting detailed market study to analyze the latest market trends and tracking competitor activities and providing valuable inputs for fine-tuning the selling and the marketing strategies.
* Evaluating marketing budgets periodically including manpower-planning initiatives, dealer networking and ensure adherence to planned expenses.

**CAREER PROFILE:**

**Current Assignment :**

* Currently on a sabbatical and into freelance consulting for Atheneum Partners, Germany.

**HCG CANCER CENTRE , Visakhapatnam**

**Designation : Chief Operations Officer (COO) – Centre Head**

April 2016 – April 2017

* Leading a Greenfield project as a P & L Head right from launch , empanelments , approvals, sourcing medical faculty and manpower, process flow implementation and brand strategisation. Envisaged 100 bed facility.
* The only hospital in Andhra Pradesh with complete range of medical faculties to diagnose and treat Cancer – Medical , Surgical , Radiation and Nuclear Medicine departments.
* Andhra Pradesh’s first TrueBeam LINAC and PET CT., ergonomic day care facility.
* The catchment area of patient flow include districts of North Andhra Pradesh , Orissa and Chattisgarh.
* Initiation of processing for NABH Accredititation

**MAHATMA GANDHI CANCER HOSPITAL & RESEARCH INSTITUTE**

**Designation : Chief Operations Officer (COO)**

Jan 2015 – Mar 2016

Chief Operations Officer handling overall Operations , Quality ,Revenues , NABH , Branding , PR , Resource utilization , project expansions etc

* Achieved NABH and TUV-SUD certification within one calendar year.
* The first hospital in Andhra Pradesh tp acquire the prestigious TUV-SUD , Germany certification under my leadership for Patient Safety mechanisms and Best healthcare practices.
* A 100 bed superspeciality Oncology facility equipped with modern oncology diagnostics such as PET CT , treatment options such as two LINAC , Brachytherapy etc.>
* An entry in the Limca Book of records for the largest number of cancer survivors gathering from a single institution.
* A track record of over 7500 Major surgeries, 30,000 Chemotherapies, 15000 Radiotherapies and 5000 Brachytherapys were done in this institute with which it stands first in the state by numbers, along with over 300 free health screening camps, 450 Cancer Awareness Programmes and 75 Professional Education Programmes.

**VINDICATE CONSULTING - CEO**

Oct 2010- Dec 2014

Vindicate Consulting provides Management Consulting with a specific impetus on Profit Centre Management Consulting.

Client assignments handled include clientele for Turnaround consulting , Project Consulting , Revenue Enhancement Consulting , Corporate restructuring , Brand development and PR emphasis , Hierarchy & management restructuring , Goal setting & management objective based inputs etc. The company operated through branches at Chennai & Hyderabad.

**SEVEN HILLS HOSPITALS LIMITED**

**Designation : General Manager**

Dec 2008 – Sep 2010.

**Job Profile:**

Operational and Executive head of the multi-specialty hospital group with a strong focus on business development revenue management and enhancement reporting to the Chairman of the group.My focus was predominantly limited to the Vishakhapatnam facility. The group comprises of two state of the art healthcare facilities at Vishakhapatnam and Mumbai.

* The facility has been accorded the following certifications and commendations
* An NABH accredited facility
* An ICRA H1+ accredited facility
* An ISO 9001:2000 accredited facility
* Six Sigma Compliant facility.
* A 300 bed multi-super-specialty hospital with full time super specialists and empanelled with over 200 major corporates and public sector companies in the region.
* A centre of referral for hospitals and nursing homes based out of the states of Orissa , Chattisgarh , Jharkhand and Coastal Andhra Pradesh.
* An institution which has been ranked in top ten in terms of billings in the Government sponsored Arogyashree program.

**GLOBAL HOSPITALS & HEALTHCITY**

**Designation : Sr General Manager (Business Development)**

April 2008 – Dec 2008

**Job Profile & Responsibilities:**

* Prelaunch and post launch business development planning.
* Brand building , institutional launch and management.
* Creating and establishing revenue streams- Doctor referral , Corporate empanelment, Insurance & TPA and medical tourism.
* Media and PR management – handling print/electronic media and being the face of the company.
* Patient relationship management.
* Ensuring optimum revenue mix
* Conducting medical camps, CME’s etc and also establish specialized revenue models for various proprietary procedures & tests such as PET-CT.

**SPACE TELEMEDICINE (India)**

**(Asia’s largest open architecture telemedicine initiative)**

**Designation : General Manager**

Sep 2005 – March 2008

**Job Profile:**

* Charting and envisaging revenue streams
* Creating and implementing business plans
* Increasing market share and tapping into new market segments
* Media and PR management – handling print/electronic media and being the face of the company.
* Operational management, strategic planning and execution

**Job Responsibilities:**

* Branch management and accountability as isolated profit centres..
* HR optimization and management
* Instrumental in creating a leadership position for the company in the segment **.**
* Product innovation management and development
* Marketing strategy administration and implementation.
* Business development and revenue management.

**DIRECT ON PC LIMITED (Nigeria)**

(Part of **PANAMSAT/WEBSAT Consortium** - VSAT Service Provider)

**Designation : Profit Centre / SBU Head**

Nov 2003 to Aug 2005

**Job Profile:**

* Identifying and sourcing of clients
* Product management for Net2Phone, USA and vendor coordination
* Operational and Process Management
* Corporate penetration of ancillary Value Added Services
* Logistics & Inventory Management

**Job Responsibilities:**

* Managing a team of corporate sales executives for VSAT, VOIP & WAH (Wide Area Hotspots).
* Product Dealer management.
* Service delivery and relationship management in 8 West African countries of **Ghana, Benin, Togo, Senegal, Burkina Faso, Ivory Coast, Niger, Liberia & Sierra Leone.**
* Interpersonal management and best HR practices implementation
* Media coordination and management for product sales support
* Coordinating participation in various Expos & International Trade Shows.

**DISHNETDSL LIMITED (India)**

(Internet Service Provider)

**Designation :Assistant Manager - DSL Corp Sales**

Aug 1998 to Oct 2003

**Job Profile:**

* Identifying and sourcing of clients
* Servicing to specific needs of various corporate clientele in relation to their requirements. (including web hosting, co-locating & VPN solutions).
* Involved in designing sales and marketing strategies.

**Job Responsibilities:**

* Managing a team of Sales Executives & Sales Trainees.
* Implementation of marketing strategies.
* Providing value added services to clients and promoting product upgrade.
* Coordinating with technical & field engineering teams.

**EDUCATION:**

Basic Qualification : Post Grad Dip in Bus Mgmt; M.Com; B.B.A

Additional Qualification : Operating Systems

(Computer Knowledge) DOS, WINDOWS, UNIX

Languages

BASIC, FORTRAN, C, C++

Packages

AUTOCAD, MS –Office, FOXPRO

Training Programs & Workshops : Mercuri Goldmann - “Solution

selling skills. “

LEAD – Leadership Training workshop on

“Leadership & Management.”

Trained in OHSAS patient safety standards

and best healthcare practices

**PERSONAL PROFILE:**

Date of Birth : 24th December, 1977

Languages Known : English, Hindi, Telugu, Tamil, Kannada, Sanskrit.

Interests : Quizzing & Basketball.

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