

Curriculum Vitae

Vivek Keshavdas Gujarathi

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Career Objective

To achieve & assure higher & responsible position in organization which will utilize my capabilities & interest to contribute in achieving goals of organization as well my professional goal.

Educational Qualification

- B.Pharmacy- Pune university- April 94 **First class**

Professional Details

- **Total experience** : **22 Years** + with Pharma & Healthcare Industry
- **Healthcare Industry experience: 9 Years +**
 - ✓ **Nucleus Diagnostics** : Marketing & Operations Head
Pathology Laboratory Division From 15th March 2017 to 27th Nov 2017
 - ✓ **SMHIPL Group** : Marketing & Operations Head
Pathology Department From 1st May 2014 to 5th March 2017
 - ✓ **SAHYADRI SPECIALITY LABS** : Asst Manager – Marketing / Operations
From 1st Oct 2009 to 25th April 2014.
: Marketing Executive (Project Coordinator)
From 1st April 2008 to 30th Sept. 2009.
- **Pharma Industry experience : 13 Years**
 - ✓ **FLAMINGO PHARMA** : Senior Area Business Manager
From 16/4/2007 To 31/3/2008 (1 Year)
 - ✓ **USV LTD** : Area Business Manager
From 7/5/2001 To 16/4/2007 (6 Years)
: Medical Representative
From 7/9/1995 To 7/5/2001 (6 Years).

Skills & Strengths

- Leadership skills - Team management.
- Excellent team player.
- Excellent verbal communication.
- Committed to adopt best practice & achieve excellence in work.
- Ability & interest in learning new things.
- Selling skills - Exhaustive field experience
- Interpersonal skill.
- Positive attitude.
- Analytical & Cross Functional skill.
- Dedicated and Disciplined at work.

Computer Knowledge

- Word, Excel, PowerPoint, Internet

Job Responsibility

✓ Job Responsibility @ Nucleus Diagnostics

❖ **Operations :**

- To prepare the plan of logistics team to give the best doorstep services to the clients in terms of sample pick up & report delivery.
- To ensure implementation of "single point contact" concept very successfully coz coordination was the tough task between client / patient / lab.
- To conduct daily & periodic briefing of technical & non-technical staff for development of services up to the satisfaction of clients.
- To train staff according to the desired requirements.
- Ensure smooth functioning in terms of patient care at each OP counter of each center.
- To conduct accreditation meetings, Audits, scrutinize the SOP, in order to ensure progress of Quality assurance program.
- Daily / weekly / monthly updates about MIS data like patients footfall, possibility of new tests to begin tests in-house , manpower / technical up gradation required if any.
- Ensure billing of credit clients in time before 3rd of every month & payment of the same within 30 working days, in coordination with Accounts department.

❖ **Marketing**

- To Monitor & Motivate team of 10 Sales Executives
- To design the different strategies to increase the awareness about pathology tests services available @ Nucleus.
- To develop the different marketing ideas. Execute the same in coordination with other sales team so as to generate the business.

✓ Job Responsibility @ SMHIPL Grp.

❖ Operations :

- To look after overall administration, Logistics & technical operational part on day to day basis.
- To conduct daily & periodic briefing of technical & non-technical staff for development of services up to the satisfaction of clients.
- Promptly attending complaints of clients & patients & take corrective actions with suitable decision to situation.
- Manage human resources & ensure lab operations with available physical resources.
- To keep eyes open on systems & to keep close watch on compliance of systems from each departmental person.
- Evaluation of technical support & service department as per requirement of customer expectation feedback, so that unhappy customers become best customer of organization.
- Role of Single point of contact, 24*7 for client interactions.

❖ Marketing

- To generate new customers, new ideas to achieve growth plans.
- Identification both, best & most unhappy customers & hence to ensure best image of organization in market place.

✓ Sahyadri Specialty Labs as Asst Manager Marketing / Operations

❖ Operations :

- To **monitor the operations** of Technical department, Logistics department, to ensure the **client services up to the mark of commitment**.
- Motivating, developing, counseling and appraising team members to meet the present and future needs of the business.
- One point contact for client interactions.
- To **update MIS** as per protocol to grow the business lateral and vertically. Ensure the billing as per agreement and ensure payment recovery from trouble shoot clients.

❖ Marketing

- To **launch new collection centers** by identifying right market opportunity, leads recd thru subordinates.
- To **monitor the field work** of subordinates, compilation and submission of reports in the format as expected by Lab directors.
- To **generate different ideas** for business development & implementation of the same with the help of other unit head.
- **Execute marketing programs** for multiple centers operating in different markets without losing focus on 'central brand guideline' & 'core focus'.
- To **organize the medical conferences** for medical / technical fraternity to upgrade latest knowledge and hence to ensure the direct coordination of laboratory doctors with clients.

✓ **Sahyadri Specialty Labs additional responsibility held successfully**

- ❖ **Outsourcing of tests** not getting processed in SSL – Total responsibility like
 - Ensure the best possible low price for SSL with quality commitment.
 - Flow chart to ensure smooth functioning of outsourced tests.
 - Ensuring reports in TAT from referral laboratory.
 - Ensure that bill of referral laboratory is as per agreement and forward to accounts department to release the payment as per protocol.
- ❖ **Active participation** in Birthday celebration activity @ SSL – every month.
- ❖ **To ensure release of DOS** for all clients every year as per time frame by
 - Getting updates, if any, from technical department w.r.t. existing tests and expected to launch new tests.
 - Getting updates, if any, from accounts department w.r.t. price revision
 - Coordinating with creative department, printing department.

Clinical Projects @ Sahyadri Speciality Labs

- Launch of β Thalassemia eradication clinical project in association with obstetric & gynec doctors @ Sahyadri Speciality Labs.
- Clinical project of venous sinus thrombosis diagnosis by performing protein C & S activity and AT III & APC Ratio in association with Neurologists doctors.

Professional Achievement

- **Healthcare Industry :**

- ❖ **@ NUCLEUS DIAGNOSTICS :**

- Increase in no of patients from 40 to 125 per day, **within short span of six months**, specifically for pathology tests, just by ensuring systems / training / awareness amongst internal & external customer base.
 - By ensuring doorstep services up to the client satisfaction & as expected in MOU by clients, ensured tie ups & support on daily basis from **50+ clients** within short span of six months.

- ❖ **@ SMHIPL :**

- Introduced very successfully, Infection Diagnosis Laboratory by means of exclusive focus on microbiology & molecular microbiology Services

- ❖ **@ Sahyadri Specilaity Labs :**

- Successful **launch of clinical projects** like Thalssemia prevention & Thrombosis diagnosis & prevention.
 - Today **SSL** have own identity as **best NABL laboratory** who ensures excellent Customer care, services & quality reports within committed TAT.
 - Successful **launch of new collection centers** and concept of " Need of customer care cell " with successful implementation.

- **Pharma Industry :**

- Every year achieved **100%** target in USV Ltd. & Flamingo Pharma.
- Launch of new me-to products like TripleAcal, PROSPAN by identifying customer & market.
- Developed good no. of customers (DR's) in favor of USV LTD. & these customer relations were encashed to achieve Target in next company.
- At joining date of Flamingo, PMPM was RS. 10000/- , after 4 months same territory PMPM was RS. 75000/-
- Ensured to develop 100 DR'S per M.R. in flamingo in just 6 months in favor of supporting Flamingo Pharma products.

Location Preference

- Pune [MAHARASHTRA] **with minimum of outstation touring days.**

Personal Details

- **Address** : 7, Komal Society Pune Satara Road, s. no. 47,
Near Kothari Hospital, Pune - 411009
- **Mobile No.** : 9960621211 / 9960807788
- **E- Mail ID** : gujarathivivek@gmail.com
- **Date of Birth** : 5/9/1972
- **Languages Known** : English, Hindi, and Marathi.
- **Marital Status** : Married

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Date: