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**PRASHANTH MALLYA**

***SUMMARY:***

Around 20 years of rich and varied experience across industries and verticals that have seen me touch upon Project Management, Healthcare Operations, Business Development, Client Management, Customer Relations Quality Management, Learning & Development, Cross-cultural Integration, Recruitment and Consulting.

***SKILL SETS:***

* *Project Management* – Saw through the rapid completion of a 200 bed hospital for women and children.
* *Operationalization* – Hired the required work-force and got the hospital running seamlessly.
* *Healthcare Operations* – Successfully headed one the largest private hospitals in the Gulf.
* *Liaisoning with Statutory Bodies -* Well versed in dealing with local Govt. institutions and bodies.
* *Entrepreneurship & Risk Taking* – Was in entrepreneurship mode for more than seven years.
* *Business Development and Client Relations* – Have done this across industries through-out my career.
* *Talent Acquisition & Leadership Hiring* – Nine years in recruitment of all levels including CXOs.
* *Team Management & People Skills* – Been managing teams right from the start of my career.
* *Leadership* – Been able to motivate and lead my teams to overcome any challenges.
* *Ownership* – Always take full responsibility and ownership of my duties.
* *Learning & Development* – Carried out training programs almost through-out my career.
* *Quality Management* – Instrumental in getting quality accreditation for healthcare provider.
* *Communication* – Excellent in both verbal and written business English. Fluent in local languages.
* *Contractual* – Good at negotiations and understanding the fine-print in large and complicated agreements.

# **WORK EXPERIENCE:**

***General Manager Operations, BR Life Mother & Child Hospital (Udupi): August 2017 – November 2019***

# BR Life is a leading healthcare services brand ([www.brlife.com](http://www.brlife.com)) owned by NRI businessman Dr. B.R. Shetty.

I was in charge of the Mother & Child Hospital in Udupi, a 200 bed facility formed as a JV between BR Life and the Government of Karnataka. It is built on Govt. land but cost of constructing and managing it is borne by BR Life. This is a completely free hospital and became possible only due to the exemplary philanthropic vision of Dr. Shetty who wanted to give back to his town and community (he is originally from Udupi)

* Worked closely with project contractor and consultants to speed up completion of the building.
* Helped in getting initial licenses, applications, clearances, statutory documentation by liaising with all Governmental and other departments.
* Co-ordinated and built relationships with local authorities like Deputy Commissioner, District Surgeon, District Health Officer, local MLA’s office, etc. as well as police and the media.
* Resolved bottle-necks and problems due to local circumstances (for example: ban on sand mining in Udupi district; protests from locals while installing separate power cables, etc)
* Got the hospital operationalised by hiring doctors and staff on a war-footing and ensuring that the required systems and processes were in place as soon as possible.
* Successfully managed events like soft-opening of the facility by the Karnataka Chief Minister and then formal inauguration later with guest of honour being the Union Health Minister.
* Encouraged continuous improvement in quality to deliver world-class level of healthcare services.
* Worked towards fostering a culture of high patient care and customer delight.
* Pushed through cost-optimization initiatives to cut out wasteful spending and save resources; especially more important in this hospital since there was no revenue generation.
* Led the hospital in reaching high operational efficiency in every department and implemented best practices to maintain service excellence.
* Increased brand awareness and recollection by organising various promotional events and out-reach camps.
* Kept all staff members highly motivated by adopting morale-boosting employee engagement activities including rewarding and recognizing exceptional performers.
* Been a strong leader and have overcome a multitude of challenges, short-term as well as strategic, to take this hospital from the drawing board to the fully functioning entity that it is today.
* With the contributions of the whole hospital team, Udupi MCH has become synonymous with high quality medical care and is a shining example of Public-Private Partnership.

***Cluster Head, Vaatsalya Healthcare Solutions Pvt. Ltd.: December 2015 – February 2017***

# Vaatsalya Healthcare Solutions is an organisation providing high-quality healthcare services at affordable rates to populations in Tier II and Tier III cities and towns ([www.vaatsalya.info](http://www.vaatsalya.info))

# I was managing 3 hospitals in Shimoga, Hassan and Chikamagalur and was later given additional charge as Head of Learning & Development function across Vaatsalya.

# Responsible for revenues, P&L and EBITDA of the 3 units stated above.

# Manage and guide all aspects of the 3 hospitals especially Customer Delight, Operational Efficiencies, Doctor Engagement, Marketing, Recruitment/Staffing, etc.

# Each Hospital Administrator reports to me but have other points of references across the units.

* Initially spent 15-20 days in each location (especially Shimoga) to put in place systems and processes and ensure implementation.
* Met all important outside doctors in all locations, noted their grievances and solved their issues.
* Put in place clear-cut escalation matrices and dead-lines for tasks which were shared with the teams.
* Strengthened HR practices in each location and ensured that the unit HR had the authority and powers necessary to ensure proper discipline in the unit.
* Stopped revenue leakage/pilferage by taking disciplinary action against erring staff and changing the whole process where required.
* Met individual staff like senior nurses, etc and also arranged for town-hall meetings in all units to dispel rumours and keep staff motivated.
* Started an attrition-management program in each hospital by involving HR and one senior member in each department.
* Assured our full-time doctors that I would be their single point of contact for all issues/queries and such things would be resolved as soon as possible.
* Closed the final internal-audit reports for my units and put in place corrective measures to ensure compliance.
* Managed to turn around Shimoga unit (which was making losses) to profitability. Shimoga was also the only unit to reach its target in May and June 2016.
* Decreased insurance disallowance (especially in Hassan unit) by implementing layers of checks and balances so that our submissions were in line with insurance/TPA procedures.
* Ensured that all my units are compliant with initial chapters of Pre-NABH guidelines.
* Increased customer-satisfaction parameters like TAT, courteousness of staff, cleanliness, etc. especially in Shimoga and Hassan hospitals.
* Put in place initiatives for patient safety, fire safety; did fire and electrical audits in all units and plugged gaps where necessary.
* Got awarded Best Cluster Head for May 2016 and will be given similar award for June 2016 as well.
* Given additional responsibilities of Learning & Development and Quality in June-end, for the whole organisation across all units and head-office.
* In the process of preparing a training calendar for clinical and non-clinical staff for the next 6 months.

***April 2008 –May 2015 : Entrepreneurship, Bangalore***

**Search Meridian HR Consulting Pvt. Ltd. : November 1, 2009 till May 31st 2015**

Headed Search Meridian HR Consulting Pvt. Ltd. ([www.smhr.in](http://www.smhr.in)) as Executive Director &Chief Executive Officer. Became part-owner in Nov 2009 by investing capital with all the rights/liabilities that come with it. In addition to profit-sharing, also received a nominal monthly emolument which was conditional on cash-flow. My business partner was Mr. Vijay Karkare, Managing Director of Cornerstone International Group – India, a global CXO Search & Advisory Services company ([www.cornerstone.co.in](http://www.cornerstone.co.in))

* Responsible for all day-to-day operations of running the company.
* Investing money and resources as required after consultation with partner who also does the same.
* Branded as part of Cornerstone International Group – India and hence make use of resulting synergies.
* Hired new team-members, trained and guided them.
* Acquired new clients as well as targeted newer and different industries.
* Managing clients across different locations pan-India. Travel to these locations for face-time with them.
* Increased revenue from existing clients.
* Scaled-up in terms of capabilities - for eg; hand-held existing team-members with no past experience in

business development to hone the required skill-sets and self-confidence to do BD calls on their own.

* Ensured that team-members attend conferences and road-shows to improve their knowledge as well as

increase their personal networking skills.

* I help the team in overcoming any road-blocks in terms of managing candidates and clients.
* Personally work on senior and/or niche mandates right from sourcing/head-hunting to final closure.

**New Leaf Solutions (Sole Proprietorship) : April 2008 – October 2009**

Earlier to this, set up a recruitment firm **New Leaf Solutions** in **April 2008**. Worked alone without a team and managed to close 17 mid-level to senior positions in the first 12 months. Took a bigger office in June 2009 with the intention of hiring a team and was also looking at making it a Private Limited company when the opportunity with Search Meridian presented itself.

***Manpower Services, Bangalore: May 2006 – March 2008***

Manpower Services is a Fortune 500 company and a global leader in the Human Resources Solutions industry ([www.manpower.com](http://www.manpower.com)) present in 80 countries and having 3600 offices worldwide that generate a revenue in excess of $22 billion (NYSE: MAN)

**Manager (Consumer Vertical - South & East) : January 2007 – March 2008**

* Headed Consumer Vertical for South & East regions – responsible for teams across 4 locations; Bangalore, Hyderabad, Chennai and Kolkata. Reported to General Manager (Head of Consumer Vertical).
* Recruited new teams in Hyderabad and Chennai from scratch as there had been no Consumer Vertical there.
* Made frequent trips to these locations to develop new clients as well as meet the teams.
* Sitting in Bangalore I effectively managed the local team as well as teams based in three other cities.
* Increased wallet-share from existing clients in Bangalore especially FMCG majors.
* Developed new business across locations; at first I used to set up meetings myself, later on as the team scaled up, they started to schedule appointments.
* Succeeded in getting clients and closing positions in new industries like Advertising, Airlines, Hospitality, Event Management, etc. These industries had never been tapped earlier.
* Initially was managing almost all clients myself – slowly started handing over most of them to the team except a few important ones which I still retained.
* Ensured a steady flow of mandates from existing and new clients so as to optimise revenue.
* Repeatedly got Recognition Certificates for Best Team performance.
* Part of a select group of people who were chosen to be Manpower’s internal training team. Attended a Train-the-Trainer program in Mumbai during which I was voted the best in the group.
* Hand-picked for Manpower’s “Fast-Track” module which was basically a leadership mentoring program to enable a person to leap-frog his/her career in the company.

**Principal Consultant (Consumer Vertical, Bangalore) : May 2006 – December 2006**

* Individual contributor role where I had to source/map/head-hunt and close senior positions on my own.
* Initially given mandates by the General Manager (Head of Consumer Vertical); but within 2 months I started

getting clients on my own.

* Although totally new to recruitment, closed my first position within 20 days of joining.
* Business development from my side actually resulted in mandates for other team-members and hence led to

me getting promoted to a bigger role with a much broader scope within a few months.

***Branch Manager, CyberMediaDice, Bangalore: August 2005 – December 2005:***

CyberMedia Dice was India’s first IT job portal ([www.cybermediadice.com](http://www.cybermediadice.com)). It was a joint venture between CyberMedia (publishers of PC Quest and Data Quest and South Asia’s largest IT media-house) and Dice (world’s largest IT job portal).

As Branch Manager, I was in charge of their total Bangalore operations. Responsibilities included managing clients, formulating and implementing market-strategies, acquiring new contracts, putting forward improvements/suggestions to continuously improve the product as well as internal processes. I had a Sales Team under me and reported directly to the General Manager who was also based in Bangalore.

***NMC Healthcare, Abu Dhabi: October 1998 – February 2005 :***

Employed at New Medical Centre Hospital, flagship hospital of NMC Healthcare, based in Abu Dhabi, capital of the United Arab Emirates. NMC Healthcare is one of the largest healthcare providers in the Middle-East and listed on the London Stock Exchange (FTSE 250 Index) ([www.nmc.ae](http://www.nmc.ae)) Have worked in the hospital in various capacities as given below :

**Head of Operations : July 2003 – February 2005**

* Handling of day-to-day hospital operations; allocation of staff, timings, duties, disciplinary issues, etc.
* Ensure smooth and efficient functioning of the hospital.
* Dissemination and implementation of corporate/insurance procedures and protocols to all clinics via the Hospital Management System (HMS) and circulars both in soft and hard format.
* Administrator of the HMS by which all information regarding new insurance and corporate policies would be updated and disseminated to all staff across the hospital.
* Ensure implementation of insurance/corporate procedures and protocols at all departments.
* Directly in charge of all billing both cash and credit and hence final decision-maker on any issues related to insurance, corporate or cash-paying patients.
* Carry out customer surveys with individual patients as well as insurance and corporate clients to remove any challenges that could be weeded out to make the whole experience even smoother.
* Responsible for getting empanelled with large insurance groups and major oil companies; negotiate terms and ensure that the contract would be a win-win for both sides.
* Although most of my time was spent at the hospital, I would still visit couple of major clients each week to maintain face-time and get information of any upcoming policies and hence new business for us.
* Part of the hiring process for recruitment of new staff.
* Prepared formal induction sessions for new joinees and personally carried out the same.
* Devised soft-skills and telephone etiquette training programs for staff (including doctors and nurses); collated the material myself and prepared a one-day program (once every 3 months) where I was the main trainer together with the Nursing Superintendent to assist me.
* Scheduled safety drills and fire-fighting demonstrations at regular intervals to keep up awareness levels.
* Constantly improving and innovating existing systems and processes and putting in place new ones to create an atmosphere among staff of continuous betterment of themselves and everything around them.
* Part of the team that was responsible for setting up a new multi-speciality hospital in Dubai.

Also designated the **Management Representative** (MR) for the Quality Management System (QMS) of the hospital and instrumental in getting the organisation registered to the ISO 9001:2000 standard by KPMG Quality Registrar in February 2004.

Responsibilities as MR included:

* Establishing processes needed for implementation of the QMS.
* Capturing said processes in the form of process-maps.
* Preparation of the Quality Manual.
* Training of all hospital staff across all functions with regard to the QMS.
* Preparing and/or changing/scrapping controlled documents.
* Conducting internal-audits and management reviews.
* Reporting to top-management on performance of the QMS.
* Co-ordinating with certifying bodies and auditors.

**Customer Relations Manager** : **April 2000 - July 2003**

* This role was created specifically to focus on client-management; to maintain good working relationships with insurance companies and corporate clients like oil companies, banks and other major accounts.
* Develop new opportunities and also scope for more business from existing clients.
* Solve individual customers’ problems/grievances at departmental levels in the hospital.
* Introduced random customer surveys in all departments and tried to inculcate a culture among staff where customer-complaints and suggestions were recorded and corrective and preventive actions were taken swiftly.
* Honed my people-skills and fire-fighting abilities by dealing with difficult customers and situations.

**Business Development Executive**: **October 1998 – April 2000**

Reported directly to the Business Development Manager. Duties included making calls/visits to potential clients and promoting new schemes, special packages, etc. Prepared quotations and formulated contracts. Instrumental in implementing protocols to be followed for different policies. Also played a key role in the development of the Hospital Management System (HMS).

# **EDUCATION:**

* MBA in International Management from European Business School (EBS), Antwerp, Belgium - 1997
* B. Com from Canara College, Mangalore, India - 1995

# **PERSONAL DETAILS:**

Date of birth: September 6, 1973

Languages known: English, Hindi, Kannada, Tulu, Konkani

Marital status: Married

Residential address: 1001, Abhiman Palace Apartments, Gandhinagar, Mangalore 575003

Contact Number: +91 99452 71157

E-mail: [pramal2001@yahoo.com](mailto:pramal2001@yahoo.com)

Current Remuneration: Rs. 20.75 Lakhs per annum (Fixed 15.75 Lakhs + 5 Lakhs Variable)