

Xavier Mendonca

OBJECTIVE

Experienced healthcare professional with 14+years in the industry, seeking Regional / Cluster level relevant role.

PROFESSIONAL SUMMARY:

Diversified experience in Health Care Marketing, Corporate Marketing, Branding , BTL & ATL Activities, public reach events , doctor relations, & exposure to hospital operations & Administration.

REFERENCES

Available upon request.

ADDRESS

Ahmedabad Gujarat

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EXPERIENCE

May 2024 – Till date

Sr. Manager – Business Development, KD Hospital

- Key Account Management, Acquisition of Institutional Business, PSUs, Corporate Houses in Gujarat.
- Managing Corporate, KOL & Doctor Relations to increase OPD & IPD
- Organize various Corporate related programmes
- Health Camps: client contact programmes (Focusing on ophthalmology)

Sept 2022-May 2024

Manager – Corporate Marketing & Sales Gujarat , Apollo Pharmacies Ltd

- Corporate Business Head – Gujarat
- Key Account Management, Acquisition of Institutional/Bulk Business of all kinds of Medicines & Surgical Equipments in Large Industries, PSUs, Corporate Houses in Gujarat.
- Corporate Collections for Key Account, Govt. Institutions etc.
- Working on initiatives to enhance business and ensuring execution through my team.
- Strategies Business Models, Create SOPs, delivering training to Retail Team in terms of Corporate Service deliveries, adherence to SOPs etc.

June 2019- Sept 2022

Manager Marketing, Dr Agarwal's Group of Eye Hospitals Ahmedabad

- Top Line Achievement as per the Budget
- Brand Positioning & Image building in Ahmedabad city
- CME Programmes, Corporate & Society wellness programmes
- Handling TPA and Corporate empanelment's
- Corporate wellness screening & Occupational Health services
- Handling Doctor & Optical referral
- Innovative Ideas suggested to generate the Business
- Consistent & Continuous growth & development of the center

SEPT 2018–MAY2019

Sr. Manager Business Development , SGVP Holistic Hospital

- Managing Corporate, KOL & Doctor Relations to increase OPD & IPD
- Organize various community related programmes
- Health Talks and community education programmes
- Health Camps: client contact programmes
- CME Programmes, wellness programmes,

EDUCATION AND CERTIFICATIONS

2009 Master of Business Administration (Marketing)

Edith Cowan University, Australia
(Extended Campus-Bangalore India)

2006 Bachelor of Commerce

College of Commerce, Passed with
2nd Class

2003 Higher Secondary

Fatima Convent High School, Passed
with 2nd Class

2001 SSC

Fatima Convent High School, Passed
with Distinction

KEY SKILLS

- Marketing / Branding
- Strategic Planning
- Team Leadership
- Hospital Admin
- Business Development
- Corporate Marketing
- Multilingual (English, Hindi, Gujarati)
- Good verbal & writing communication

January 2017–September 2018

Manager Marketing – Centre for Sight Group of Eye Hospitals

- Top Line Achievement as per the Budget
- Brand Positioning & Image building in Ahmedabad city
- Product Development & Product mix in Business Matrix
- Corporate wellness screening & Occupational Health services
- Handling TPA and Corporate empanelment's
- Innovative Ideas suggested to generate the Business
- Consistent & Continuous growth & development of the center

March 2016–Dec 2016

Territory Manager, Life cell International Pvt Ltd

- Monitoring client presentation, trainings, payouts, doctor relationships, personal meetings & data preparation
- Planning and execution of marketing activities like ANC's, channel partner developments and other lead generation activities at clinics
- Rigorous meetings with the channel partners & coordination with the central team for understanding the training and development needs for growth of business

June 2012–MARCH 2016

Cluster Manager Marketing & Business Development, Vasan Eye Care Hospitals

- Top Line Achievement as per the Budget
- Minimum Operating Cost and Max EBIDTA defined by Corporate Finance
- Product Development & Product mix in Business Matrix
- Brand Positioning & Image building in Ahmedabad city and entire Gujarat
- Patient Satisfaction & Operational Efficiency & Timeliness of Service, all operational Levels
- Innovative Ideas suggested to generate the Business
- Consistent & Continuous growth & development of the center

MARCH 2011–FEB 2012

Manager Business Development, HCG Hospitals Ahmedabad

- Meet the Key HR / Admin / CMO of each and every Corporate and update them on various events / programme that we organize from time to time.
- To be on the panel of all major corporate and ensure they are rendered one of the best pre as well as post sales services
- Coordinate with key corporate personnel for organizing Health Camps and Health Talks
- To ensure we are well equipped with all essential brochures. The brochures need to be distributed aptly, depending on the customer category
- To keep a constant track of the competitor moves as well as developments taking place at the market place

May 2009–March 2011

Officer Marketing- Wockhart Hospitals Limited Bhavnagar

- Developed and maintained relationships with corporate's contacts to foster a positive image
- Corporate wellness screening & Occupational Health services
- CME programs, workshops, seminars & lectures for awareness amongst doctors, corporate employees and resident welfare associations for both prescriber support and customer knowledge development

ACCOMPLISHMENTS

- Initiated & Executed around 750 corporate and society camps , more than 42 Sr Citizen activities
- Created the presence of Hospital among the general public of Ahmedabad
- Contributed towards growth in OPD & IPD ,Contributed towards consistent revenue growth @ 25% month on month at some of the assignments
- Empaneled major corporate i.e. ISRO, ECHS, GMDC, CGHS, FCI, Tata Motors, NABARD,IFFCO, PNB, NABARD, BSNL, RBI, ESIC, PRL, HUDCO and private corporate / institutions contributing to around 22 % of total revenue
- Handled Digital media along with creative required for the same
- Created rapport with more than 40 general practioners & physicians
- Successfully co-ordinated launch of Vasan brand in Ahmedabad city.
- Contributed towards growth in OPD nos from 40 to 100 patients per day