

ROHIT MALIK

HEAD BUSINESS DEVELOPMENT

Top Management Professional with PG Certificate Course in Business Management from IIM Bangalore, with expertise in Sales & Marketing and Business Development

Proficiency in developing, formulating & implementing yearly business strategies to ensure attainment of revenue goals & profitable sell-through

Strategic Planning



mrohit2004@gmail.com

Sales & Marketing

Key Account Management



+91-8373938233



PROFILE SUMMARY

- Accomplished, senior marketing professional with over 15+ years' broad hospital & healthcare sales & marketing experience in North & West region of India
- Conducted competitor analysis & competency mapping for keeping abreast of market trends and competitor moves to achieve market share metrics
- Collaborated with sales, marketing and other key stakeholders to understand customer centric market/sell plans & programmes, which increased the sales & margin
- Planned marketing activities in conjunction with company's growth plan and working out strategies to execute the plan
- Formulated plans, translated product & business strategies into executable channel plans & drove implementation in north & west region with a team of marketing professionals
- An effective leader with excellent communication, negotiation and relationship building skills

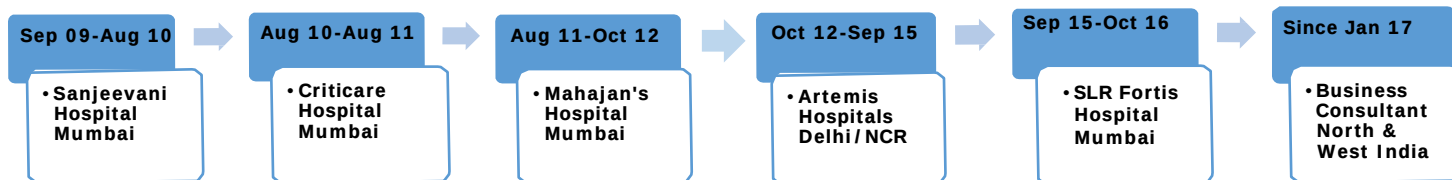


KEY SKILLS

- Key Account Management
- Business Strategy & Execution
- New Business Development
- Sales & Marketing
- Team Building & Leadership
- Profit-Centre Operations
- ATL-TTL-BTL Marketing
- Contract Negotiations



CAREER TIMELINE



EDUCATION



INDIAN INSTITUTE OF MANAGEMENT BANGALORE

- Post-Graduate Certificate in Business Management
- Specialized in Healthcare in India: Strategic Perspective, 2016



VINAYAKA MISSION UNIVERSITY

- Masters in Business Administration
- Specialized in Hospital and Healthcare, 2010



MP BHOJ UNIVERSITY

- Bachelor of Science
- Specialized in Botany, Chemistry and Zoology, 2008



SOFT SKILLS



PERSONAL DETAILS

Date Of Birth

15 June 1982

Languages

English, Hindi, Punjabi, Marathi, Gujarati & Haryanvi

Address

Mumbai & Delhi



WORK EXPERIENCE

Since Jan 17

Freelance Business Consultant

Head Business Development

Role:

Drive business and ensure sustained growth, focus on achieving /surpassing sales targets; expand business reach and create new sales / leads opportunities.

Significant Achievements:

- Provide full-time and part-time specialist support to customers.
- Co-ordinate meetings and presentations between business-owners and customers whenever required.
- Establish a wide range of contacts in the region by using B2B and B2C strategies.
- Comfortable working in established as well as new territories.

Sept 15 – Oct 16

S.L. Raheja Hospital - Fortis Healthcare Group

Head Corporate Business

Role:

Full P&L and operational responsibility of the group, Direct a team of sales professionals and formulate sales & marketing, brand planning and business-development strategies to drive revenue growth. Heading top-line and bottom-line revenues for all SBUs.

Significant Achievements:

- Directed various sales activities and managed corporate marketing and communications functions
- Improved cash flow from a negative to positive cash flow by restructuring company
- Created an exceptional business plan, organization and sales and marketing infrastructure for western region which maximized team effectiveness and allowed quick rollout of programs and products growing
- Exceeded plans for growth, achieving revenue within a year while maintaining high profitability levels
- Directed marketing activities in conjunction with company's growth plan and working out strategies to execute the plan
- Led innovation and optimization across channels to continuously improve/enhance company offerings and customer experiences.

Oct 12 – Sep 15

Artemis Hospitals - Apollo Tyres Group

Manager Corporate Sales

Role:

Developed, reviewed and reported on the business development division's strategy, ensured the strategic objectives were well understood and executed by the team. Impacted organization profitability through effective strategic and tactical management decisions and new business development.

Significant Achievements:

- Managed, identified & created existing business opportunities along with the sales team
- Developed strategy and roadmap for organization's expansion
- Developed systems and procedures to ensure that the leads generated are optimally utilized
- Organized, co-ordinated and lead field campaigns to promote product profile and handle customer grievances
- Established good working relationships with customers/clients
- Responsible for generating healthcare project-based business in north India region

Aug 11 – Oct 12

Dr. Mahajan's Hospital

Sr. Executive Sales & Marketing

Aug 10 – Aug 11

Criticare Hospital

Executive Sales & Marketing

Sep 09 – Aug 10

Sanjeevani Hospital

Associate Sales

Jul 08 – Sep 09

Amar Hospital

Management Trainee

