



ANAND PATEL

Multi-faceted Business Leader &
Sales Operations Stalwart



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Ahmedabad, Gujarat, In



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PROFESSIONAL SUMMARY

14+ years experienced seasoned Sales & Business Development Leader, possessing a track record of spearheading cross-functional teams to drive bottom line and accelerate growth across multi-million-dollar companies in Healthcare, FMCG and Dairy industries.

Resourceful in formulating & implementing critical sales and distribution strategies, managing B2B sales, acquiring new clients, identifying distributors & channel partners to drive sales and generate revenue. Proficient in managing operations of healthcare businesses with expertise designing policies, procedures, test methods, and instrumentation.

Highly skilled in driving new programs and initiatives to improve efficiency, optimize cost, boost profitability, and achieve business & operational excellence. My role evolved from tactical delivery of goals for execution excellence to strategy and governance.

Driven and decisive with passion for building and retaining highly effective teams. Adept at fostering stellar relations with teams, clients, channel partners, KOLs, and Doctors to inspire & provide compelling value to stakeholders.

PROFESSIONAL EXPERIENCE

Shalby Hospital

Ahmedabad, Gujarat, In | May '22 – Present

Manager – International Corporate Development (Group Level) | SAARC REGION

Locations: PAN India | **Revenue Growth:** INR 1.1 Cr | **Group Hospitals:** 15

Key Achievements | Strategy Planning, International Business Growth & Revenue Generation

- Developing new business opportunities and increased referral business across SAARC region including Bangladesh, Nepal, Bhutan, Srilanka, Myanmar and Maldives.
- Formulating & **implementing strategies** for business growth and new partner development
- Developed new testing facility and collaborated with Government Clinics and Hospitals for super specialty testing while managing logistics management of sample labs
- Enabling growth across **11 Group Hospitals** PAN India
- Directing Operations and Diagnostic business for the entire group of hospitals
- Designing and streamlining systems and processes for diagnostics
- Supporting in home care lab business
- Developing new business opportunities and increased referral business
- Formulating & **implementing strategies** for business growth and new partner development

Sunflower Laboratory

Ahmedabad, Gujarat, In | Nov '21 – May '22

Manager Lab & Business Development | Healthcare Industry

Key Achievements | Business Growth & Revenue Generation

- Managed the Lab operations, logistics, and business development functions
- Attained monthly targets of **INR 7L against INR 4L**
- Organized Govt. camps for Covid testing at public places to generate additional revenue of **INR 2.5L per month**
- Bolstered Pathology samples from **200 Per Day to 800+ Per Day** within 6 months' time span
- Successfully launched "**Setgene Lab**" a new brand for Cyto Genetic and Genetic diagnostic

People Management | Cross-functional Team Leadership & Stakeholder Management

- Spearheaded a team of **67 resources** while reporting to the Managing Director
- Guided teams and motivated them achieve organizational goals
- **Collaborated** with Government Research Centers and Hospitals for business expansion
- Assessed laboratory information, consulted with pathologists and reported results in accordance with protocols authorized by the hospital and public health department

B2B Sales & Business Development Expertise | Strategic Alliances & Business Partnerships

- Enhanced revenue of **INR 7 L** through referral business and developing new partners
- Initiated **strategic alliances** with **Govt. Research Centers** for Clinical Research
 - Enabled exclusive hospital tie-ups in the city and nearby areas
- Drafted business proposals and actively participating in contract negotiations

Healthcare & Hospital Management | Operations, Inventory Management & Administration

- Rendered medical laboratory diagnostic and therapeutic information about products and services by establishing specimen preparation procedures
- Led lab operations & administrative work while ensuring smooth functioning of the lab

CERTIFICATIONS

- Pursuing **Post-graduate certification in Operation Management** (Hybrid - On Site, On-line) | **IIM Bangalore** | '22
- Pursuing **Post Graduate certification in Corporate Strategy** (Hybrid - On Site, Campus & Online) | **IIM Bangalore** | '22

MANAGERIAL SKILLS

- Go-to-Market Strategy/ Sales Strategy
- International Healthcare Management
- Medical Tourism
- Sales & Marketing Management
- Business Growth & Revenue Generation
- New Business Development
- B2B & Channel Sales
- Healthcare/ Hospital Management
- P&L Management
- Channel Partner Management
- Distribution Management
- Strategic Alliances & Business Partnerships
- Marketing Events & Brand Management
- Client Acquisition & Retention
- Contract Negotiations & Due Diligence
- Operations Management
- Monitoring & Reporting
- Market Research & Analysis
- Cross-functional Team Leadership
- Stakeholder Management
- Client Relationship Management

EDUCATION

- M. Sc. in Biotech | Bangalore University - Karnataka | '07 – '09
- B. Sc. in Biotech | Saurashtra University - Rajkot, Gujarat | '05 – '07

Maahi Milk Producer Company Ltd.

Ahmedabad, In | Dec '18 – Nov '21

Territory In-charge | Dairy, Food and Beverage Industry

Key Achievements | New Business Development, Channel & Distribution Management

- Generated a revenue of **INR 97 L** against **INR 91 L** in 2020 with **107% growth**
- Acquired **670 + Retailers and 6 Distributors** in COVID era | 2020 - 21
- Managed Business Development function for Dairy Products through Retail Channel, Distributor Channel and Retail Store Model
- Added **400+ Retailers** in 1 year and **8 Distributors** | 2019
- Led the largest territory of Gujarat and enhanced distributors from **4 to 9 annually** | 2018
- Spearheaded a team of **7 resources** while monitoring team performance and ensuring operational and logistics functions

Flourish Pure foods Pvt Ltd.

Ahmedabad, In | Jul '17 – Mar '18

Manager - Business Development | FMCG Food & Beverage Industry

Key Achievements | Business Growth & Revenue Enhancement

- Efficiently managed business development function for dairy products in own Luxurious Retail Store Model
- Achieved **monthly targets of 93%** in 2017 and **85%** in 2018
- Led business development for store model and expanded it from **2 to 8 exclusive stores** in 8 months' time span

Yashomati Hospital

Bengaluru, Karnataka, In | Jan '12 – Jun '17

Marketing Manager & Senior Operations Manager | Healthcare Industry

Key Achievements | B2B Sales & Business Development, Marketing Management

- Achieved **monthly targets of 143%** in 2013, **133%** in 2014, **129%** in 2015 and **100%** in 2016
- Managed referral business and started ambulance service with 12 Ambulances
- Managing and developing International Business for Bangladesh & Nepal.
- Administered hospital operations & attained **90%** occupancy in In-patient beds throughout the year | 2016
- Led ATL, BTL, B2B, B2C marketing department for attaining **92% Occupancy** in In-patient beds throughout the year | 2015
- Expanded Referral business within West Bengal, Orissa, Assam | 2015
- Formulated packages for diagnostic & **sold 1K+** on 1st month, attained **82% Occupancy** in In-patient beds throughout the year | 2014
- Established **corporate tie-up** with Top IT MNCs in Hospital for Critical Care and drove Society activation camps for public awareness | 2014
- Managed **Home Care and Palliative Care** business across Bangalore and attained 93% occupancy in In-patient beds during the year | 2013
- Started Home care service for discharged patient and achieved **80% Occupancy** in In-patient beds throughout the year | 2012
- Spearheaded sales and marketing team of **57 resources**, rendered training and guided them to achieve business goals

Dr. Reddy's Laboratories | Healthcare

Bengaluru, Karnataka, In | Jun '07 – Jan '12

Professional Sales Representative

Area Sales Manager

Key Achievements | Sales & Business Development, Marketing, Promotions & Branding

- Achieved monthly targets of 102% in 2007, **121%** in 2008, 110% in 2009, 122% in 2010 and 102% in 2011
- Credited with **Elite Club South Zone** Runner up (Team) | 2011
- Acknowledged as DRL Club South Zone Winner (Team) | 2010
- **Launched Diabetic, a New Product** and covered 97% Market in Bangalore South Zone
- Won Elite Club South Zone Runner up for launching new product **Cardio Diabetic** with **90%** Market coverage in Bangalore South Zone | 2009
- Built and guided a team of **5 resources**