**ANUJ TYAGI**

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An alumnus of **Sheffield Business School, UK**, innovative thinker with broad- based expertise in handling brand, marketing communication & business revenue. Proven ability to quickly analyze key business drivers and develop strategies to grow the bottom-line.

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| **Profile Summary** |

The Breadth of experience across 7 years include strategic planning, sales & marketing, brand management, product & services promotion, market analysis and leading cross-functional teams. Deft in developing brand- building strategies to build consumer preference and grow volumes. Gained remarkable expertise in conceptualizing & implementing corporate communication strategies for product lines, corporate image, etc. to build consumer preference & achieve organizational targets. A keen communicator with the ability to generate broad coverage through social media, communication, proactive PR efforts & skills in effectively managing external agency & internal teams for results.

Gained experience in supervising projects, medical operations, new set ups, technology & hospital planning. Proven ability in achieving / exceeding targets, opening new and viable markets and setting up business operations. Proficient in interfacing with clients, medical professionals, agents & vendors and maintaining a cordial relationship with them by resolving their queries for retaining customers and generating avenues for further business.

**Proficiency Forte:**

* Strategic Planning
* Brand Creation & Awareness
* Channel management
* Marketing & Business Development
* Market Segmentation & Competitive Intelligence
* Profitability

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| **Career milestones across the tenure** |

**Designed Winning & comprehensive** marketing communication plans that included complete situation and competitive analysis, tactical action plans, forecasts and budgets at various stages of the professional career.

**Successful in developing** & executing strategies, setting & administering budgets, complete brand management from inception till successful completion.

**Conceived Successful** brand development activities that attracted more visibility and leveraged the revenue.

**Reinvigorated** the organization with declining sales by developing promotion strategy that drove the sales growth.

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| **Organizational Experience** |

**July 2016 to Present Park Hospitals,** 1150 Beds & 6 hospitals across Delhi & Haryana,

**as AGM-Business development**

**August 2013 to July 2016 Yatharth Superspeciality Hospital,** a 300 plus Beds

multi-speciality tertiary care hospital,

close to Noida-Greater Noida,

**as Sr. Manager- Corporate Relations**

**July 2012 to July 2013 Yatharth Wellness Hospital and Trauma Centre,**

**Greater Noida,**

a 100 plus beds hospital,

**as Manager- Corporate Relations**

**August 2011 to July 2012 Metro Hospitals and Heart Institute, Meerut,**

**as Sr. Executive- HR**

**July 2007 to February 2009 Consultant Physiotherapist**,

I have provided physiotherapy interventions to patients

and practiced physiotherapy in close liaison with

various hospitals in the Meerut region

## **INTERNATIONAL CONSULTANCY PROJECT**

I went to Sheffield Hallam University, Sheffield, England to attend PGCBM Program in the year 2010 and worked on a real life project for United Kingdom Trade and Investment Organization(UKTI). The project was a research-based study and involved the exploration of the factors that play a key role in the company decision to expand globally. A sample of 128 organizations (small and medium size enterprise) from various industries in South Yorkshire, England was selected for regional export survey and the team of four International students, including me, interviewed various administrative officials and interacted with the employees of these organizations. A questionnaire was also designed based on the study and response were recorded and studied for final recommendations. Finally, the deciding factors were ranked according to their importance and the report with recommendations to further improve the global trade was submitted to UKTI.

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| **Key Result Areas** |

* **Planning:** Formulating Private & Institutional sales and advertising plans in line with the organizational vision & strategic direction; driving business growth through identification & penetration of new market segments.
* **Sales:** Driving sales initiatives & achieving desired targets with the overall responsibility of ROI and exploring marketing avenues to effectively build consumer preferences & drive volumes.
* **Brand:** Handling media & PR agencies for execution of 360-degree branding campaigns across multiple accounts; and effectively manage support teams to ensure needs, deadlines and directives to be met. (PR, OOH, Digital, Website & Social media, Creative & Print)
* **Marketing Communication:** Design & publish all collaterals such as: brochures, information booklet, leaflets, handbills and other related materials including the content, design, creativity, proof reading and negotiations with vendors etc. Advertisement campaign in News Papers, TV & Radio Channels, Hoardings, Bill Boards, In
* ternet sites etc.
* **Event Management:** To Plan & implement various BTL activities as per the phase-wise Marketing plans likeOrganizing Medical Camps, Conferences, Symposia, CMEs, Talk Shows, Patient Information Programmes.
* **Channel Management:** Developing & appointing new business/channel partners to expand services reach in the market and working with the consultants, agents, healthcare facilitators etc.
* **Project Management:** Served as Key Account Manager for launching New Hospitals (General & Super Speciality Units) including reviewing Architectural & Structural Drawings, Interior and exterior decorations & Elevations, Equipment’s & Instruments Planning, Talent Acquisition as per statutory & organizational needs.
* **Operations and P&L Management:** Planning and monitoring all patient 'in to out'processes with all medico and non-medico departments to ensure the smooth and profitable functioning of the Hospital. Designing Strategies & making necessary arrangements for cost cutting and regular growth in income. Negotiation with vendors, Designing and implementation of SOPs, taking part in Interviews for recruitments of Medico & Non-medico staffs as committee member, Data Analysis and further planning of Strategies.
* **Quality Management:** Managing the audit and review of Quality Systems, dashboard management, liaison with consultants, internal & External assessors for NABH accreditation of Hospitals.
* **Customer Relationship:** Identifying and networking with prospective clients, retaining them by providing customized business solutions and generating business from the existing accounts thereby achieving profitability & revenue growth.

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| **Education & Trainings** |

* Full time MBA (August 2009 to June 2011) from Gautam Buddha University Main Campus,

Greater Noida

* Full time PGCBM (September 2010 to June 2011) from Sheffield Hallam University, UK.
* Four and half years Bachelor of Physiotherapy-BPT (July 2003 to June 2007) from

College of Applied Education and Health Sciences (CAEHS) affiliated to CCS University,

Meerut

* Certificate program in swift using Microsoft Word, Excel and PowerPoint 2007 from NIIT.
* SWIFT Advanced Excel from NIIT.
* Three months’ certificate course in Advanced MS Excel from Manipal Prolearn.
* Advanced English Course delivered through Extralearn International College at

Gautam Buddha University

## **Professional Membership**

Registered with the Indian Association of Physiotherapists (IAP) as LIFE MEMBER.

The IAP Registration number is 22530-L.

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| **Personal Details** |

* Father’s Name : Dr. M.C. Tyagi
* Date of Birth : 16.09.1982
* Address : B-73, Pocket-6, Kendriya Vihar, Sector-82, Noida
* Marital status : Married
* Nationality : Indian
* Passport No. : J 0984564

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| **Professional References** |

* Dr. Naresh Nanda, Ex- Medical Superintendent, Metro Hospitals and Heart Institute, Meerut

Ph. +91-9358408183

* Dr. Sachin Tyagi, Consultant-Microbiologist, Yatharth Superspeciality Hospital, Noida

Ph.+91-8800797900

**Date: Dr. Anuj Tyagi**

**Place:**