

CURRICULUM VITAE

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SUJOY MITRA

Objective: To be accomplished professional contributing towards achievement of organization’s objectives and individual’s goals with strict adherence to stipulated time schedule.

Professional Experience:

Overall 18 Years’ experience in Hospital ,Healthcare and Finance industry. Experienced at the level of micro market in strategy planning, business development, sales and marketing, operation expansion and audit compliances. Substantial exposure to rural and semi urban markets of Eastern India .

Currently working as – **Head of Marketing and Operation**

Period: 22.10.2018 – Till Date

Location: Kolkata

Organization: **Parkview Super Speciality Hospital (A unit of Ankush Medicare)**

Chief Manager - Business Development (Trade and TPA Business)

Period: 2017 – 2018

Location: Kolkata

Organization: **Desun Hospital (P N M Neurocentre & Research Institute Ltd)**

Successful in handling complex process with the marketing team various marketing strategies. Territory mapping of medical practitioners and doctor calling.

Senior Manager :- (Marketing and Project)

Period: 2014 – 2017.

Location: Kolkata

Organization: **Glocal Healthcare Pvt Ltd**

KRA:

A) Network Expansion & Statutory Compliance:

- District wise survey of commercial feasibility and viability of new projects.
- Identification of land parcels and completion of legalities for searching, valuation, land conversion.
- Acquisition of land at cost effective manner and construction of hospital.
- To be obtaining all necessary licenses from different statutory bodies such as trade, electricity, fire, pollution, CMOH permission etc.

B) Marketing & Operation Management:

- **Coordination and Supervision** - Coordinate, manage and monitor the workings of various departments in the organization.
- **Financial** - Review financial statements and data. Utilize financial data to improve profitability. Prepare and control operational budgets. Control inventory. Plan effective strategies for the financial wellbeing of the company. Preparation of annual business plan.
- **Best Practices** - Improve processes and policies in support of organizational goals. Formulate and implement departmental and organizational policies and procedures to maximize output. Monitor adherence to rules, regulations and procedures.
- **Communication** - Monitor, manage and improve the efficiency of support services such as IT, HR, Accounts and Finance. Facilitate coordination and communication between support functions.
- **Sales, marketing and Customer Service** - Manage customer support. Plan and support sales and marketing activities. Formulating marketing plan to attain desired marketing mix
- **Strategic Input** - Liaison with top management. Assist in the development of strategic plans for operational activity. Implement and manage operational plans. Formulation of price strategies to attract optimum footfall. Strategic planning and its implementation for business development

Major Achievement: - Successfully launched 3 hospitals in a span of 3 years at district level in various states.

Worked as **State Manager** managing West Bengal and North Eastern States.

Period: 2007 – 2013.

Location: Kolkata.

Organization: Reliance Express Money (Money Transfer and TPD Business Vertical.

KRA:

- To increase customer base at micro level via new business.
- Establishment of service points at block level to cater micro level clients.
- Activation of dormant agents and monitoring GO LIVE process.
- To look after the trajectory of business growth for both customers and service points.
- Strategizing marketing plans and its effective activation to successful implementation.
- Custodian for go to market activities such as branding, road show and camps.
- To comply with RBI KYC audit for money laundering policies.
- Establishment of low cost branches at district level.
- Looked after gold coin business through India Post.
- Diligent and meticulous planning for gold stock to save interest component.
- Preparation and maintenance of various MIS reports to keep business visibility.

Major Achievement: - Got promoted thrice within 6 years and from the rank of a territory sales manager, went on to become Deputy Manager and State Manager subsequently.

Worked as **Area Sales Manager and Medical Representative** managing designated territory.

Period: 2002 – 2007

Location: Kolkata.

Organization: 2004 – 2007 **Ranbaxy Lab Limited**
2002 – 2004 **Novatis India Ltd**
2002 – 2002 **Wockhardt Pharma**

KRA:

- Territory mapping of medical practitioners and doctor calling
- Creating awareness of various line of products amongst doctors and promotions at chemist's outlets
- Taken care of generic business, primary, secondary sales distribution and looked after the overall market to expand volume to gain substantial market share.

Major Achievement: - Had earned the distinction of being one of the youngest first line managers in pharma domain.

QUALIFICATION

ACADEMIC:

1995-96 West Bengal Board of Secondary Education
Patha Bhavan School.

1997-98 West Bengal Board of Higher Secondary Education. Dina
Bandhu Andrews College.

2000 – 2001 Calcutta University Full time graduation.

SYSTEM EXPOSURE:

MS Office, SAP, ERP, Computer hardware and trouble shooting.

Current CTC:

9.5 LACS P.A plus Incentive

Notice Period:

30 days.

PERSONAL DETAILS

Date of Birth:

08-12-1979

Gender:

Male

Marital Status:

Married

Nationality:

Indian

Religion:

Hindu

Languages Known:

English, Hindi, and Bengali.

The above mentioned facts are true to the best of my knowledge.

PLACE: KOLKATA

(SUJOY MITRA)