



## HARSH GIRI

### MARKETING | BUSINESS DEVELOPMENT | OPERATIONS MANAGEMENT

Strategist, Implementer & Achiever with rich experience in running entire business operations with consistent record of delivery in accomplishing organizational goals.

**Industry Preference:** Healthcare, Pharmaceuticals & Automobiles

✉ harsh.beatle.giri@gmail.com

📞 +91 8560000017



## Profile Summary

- Offering **7+ years of dynamic experience** in Business Management, General Administration, Sales & Marketing, and People Management
- **Wealth of expertise lies across all phases of business** including starting up, business turnarounds, expansions, and diversifications
- **Strong commercial & tactical acumen** in streamlining operations, improving top-line & bottom-line performance, cost control & highest level of customer satisfaction by ensuring uninterrupted flow of services
- **Skilled at cementing healthy relationship** with the clients, cross-functional teams, & various stakeholders for generating business and coordinating with staff to ensure a high performance, customer-oriented service
- Proven success in managing administrative operations; supervising development & implementation of plans, operations, and programs within assigned service units
- **Strong Marketing Acumen** with skills in devising robust marketing strategy that includes positioning, launch strategy, public relations, sales, and partnerships
- **Consistent top performer with skills in building high performing teams** that excels in delivering business value with high morale & low attrition
- **Dynamic & self-starter** with strong negotiation, influential, and decision making skills

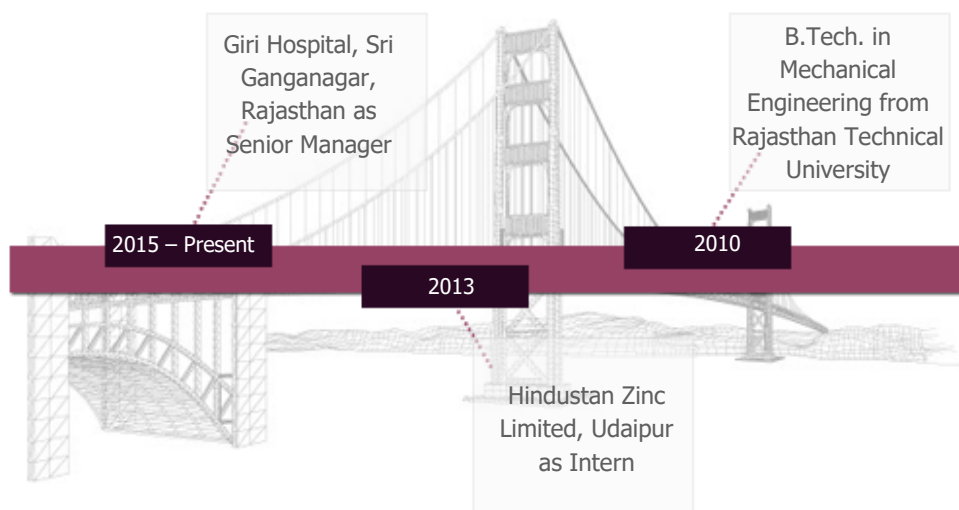


## Education

- **Bachelor of Technology in Mechanical Engineering** from Rajasthan Technical University in 2010



## Career Timeline



## Core Competencies

Strategic Planning & Execution

Sales & Business Development

Marketing Communication

General Administration

Customer Relationship Management

Digital Marketing

Public Relations

Team Management

## Work Experience

**Mar' 2015 – Till Date**

**Giri Hospital, Sri Ganganagar, Rajasthan as Senior Manager**

### **Key Result Areas:**

#### Business Operations

- Presently, spearheading entire business operations with main emphasis on sales and excellent medical service delivery; creating plans that are consistent with the company's overall strategy
- Driving company's overall strategy, revenue generation, and streamlining business process
- Initiating/ developing relationships with key decision-makers in target organizations like all Public Entities, Diagnostic Centers, Distributors, Pharmacists, etc. for business development

#### Marketing

- Formulating, tracking, and maintaining annual marketing plan covering advertising, ATL/BTL campaigns, public relation events, mobile application, etc. in collaboration with media and creative vendors
- Deploying latest & cutting edge digital marketing strategies and growth tactics to scale website traffic, leads & conversions; establishing a formidable online marketing team, where in each contributing directly to the sales funnel
- Designing, building, and maintaining social media presence

#### General Administration

- Managing a wide spectrum of general administrative activities including AOP, Budgeting, Vendor Management and Contract Management for hospital; driving efforts to ensure service delivery to patients as per promised SLA's & Quality
- Ensuring smooth operations at all times and maintaining proper medical decorum & discipline by implementing and modifying the policies
- Handling the procurement of medical supplies & office equipment; ensuring correct forecasting of supplies to maintain optimum inventory and developing & maintaining cordial relations with vendor base to get competitive rate

#### Team Management

- Leading, mentoring & monitoring the performance of team members to ensure efficiency in process
- Managing appraisal process across the levels, conducting interviews to recruit the right talent and resources and developing employee competency
- Creating an exhaustive Training & Development Program for all hospital staff basis categorization of offerings and services

### **Highlights:**

- **Merit of ensuring smooth set-up** of new operation theatre, ICU, and sourcing of latest ventilators & other medical equipment from scratch at optimal cost
- Played a key role in **enhancing market presence till 200 KM radius** using excellent public relations skills and marketing initiatives
- Credited for instituting latest & beneficial insurance schemes under the umbrella of hospital
- Recognized & appreciated by seniors for setting up a formidable hiring process and training methods from scratch
- **Boosted revenue from pharmaceuticals & laboratory services** by cultivating strong client relationships by earning a loyal customer base and a reputation for excellence
- Elevated brand presence & service delivery scale from **Single Specialty Hospital to Multispecialty Hospital**
- Forged strategic partnerships with doctors and onboarded them for long term agreement
- Enhanced brand image **using social initiatives** – Medical Camps in rural areas, free camps for needy & NGOs, etc.

## Internship

**Organisation:** Hindustan Zinc Limited, Zawar Mines, Udaipur

**Period:** Jul' 2013 – Sep' 2013

**Role:** Intern

## Personal Details

**Date of Birth:** 8<sup>th</sup> March 1990

**Languages Known:** English, Hindi, & Punjabi

**Nationality:** Indian