

Manish Anand Neogi

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Objective:

I did get wiser with age but in feel & spirit, I am an energetic person busting with energy, focus & purpose. I need very little supervision and work with commitment & dedication. I can work in a team with an average age of 25 years and can deal with seniors at the same time. I believe that teamwork is about integrated efforts in a delivery chain that is only as strong as its weakest link. I believe in coping with each other within a team and competing with myself to improve & evolve. I believe that a learning resource is more usable than an experienced resource not wanting to learn.

I prefer "vision" to "supervision", "challenge" to "comfort zone", "leadership" to "position", and "innovation" to "routine". I believe in open dialogues and common organizational goals. I love to perform and grow.

Core Strengths:

- Excellent communication skills (Both written and verbal) & Problem Solving and Analysis
 - Expert in Staff training and development
 - Excellent leadership skills
 - Able to work individually or in a team.
 - Effective team management, people management, presentation, and communication skills.
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Relevant Work Experience:

Apollo Hospitals Enterprises, Navi Mumbai

Senior Manager – Corporate Sales & Business Development

1st April 2024 – Present

- Spearheading corporate sales and business development initiatives to establish and maintain long-term relationships with key corporate clients across multiple sectors.
- Managing and expanding partnerships with top-tier organizations for annual health checks, IPD, and OPD services.
- Identifying new business opportunities and collaborating with senior leadership to draft proposals for corporate tie-ups, optimizing the hospital's services for corporate needs.
- Building and nurturing strong relationships with HR, Administration, and procurement teams within client organizations to ensure seamless integration of health services into their employee wellness programs.
- Leading the coordination of medical camps, wellness programs, and health talks at corporate client locations to promote brand awareness and establish the hospital as a trusted healthcare provider.
- Overseeing the resolution of billing queries and ensuring timely follow-up on outstanding payments from corporate clients.
- Regularly engaging with senior management to contribute to the development and execution of business strategies that align with market demands and organizational goals.
- Actively involved in quality improvement initiatives and the implementation of best practices to ensure high standards of care and operational excellence.

Kokilaben Dhirubhai Ambani Hospital and Medical Research Institute

20th March 2023 – 15th March 2024

Corporate Sales - Business Development

- Customer relationship management with the aim to increase business.
- Being in constant touch with the corporate clients and doctors.
- Handling the billing queries of the various corporate clients.
- Keeping a tab of the outstanding amount from the various corporate clients for regular follow up for payments.

- Tie ups with new corporate clients for Annual health check / IPD /OPD etc.
- Sending new proposals to corporate clients for tie up and handling all queries.
- Organizing medical camps, CMEs at various Corporates for higher visibility in the market.
- Assisting the employees of the corporate clients with the OPD & EHC appointment, admission and any other hospital service.
- Sending daily sales report, IPD report, OPD report for reviewing monthly targets.
- To be part of the Quality Improvement Initiative and protocols of the organization.
- TOP Corporates – ONGC/IOCL/OIL India/BPCL/HPCL/ICICI Bank/BARC

Pentanami Technologies Private Limited, HELPNOW

10th March 2021 - 31st August 2022

Partnerships Head - Business Development

- Design and implement business strategies, plans, and procedures.
- Subject matter expert to assist other agents in closing their deals.
- Lead employees to encourage maximum performance and dedication.
- Assist founders in fundraising ventures & CSR activities
- Drive revenue through new and existing partnerships across the healthcare ecosystem.
- Negotiate contractual terms, pricing, and services with the partners.
- Continuously track towards the company's revenue goals and aspirations.
- Innovating ways to offer company products to meet the needs of customers.

Fortis Healthcare Limited (IHH Healthcare)

10th September 2018 - 28th February 2021

Head—Corporate Sales & Marketing

- Manage sales and operations for corporate accounts which include PSU, Government, Insurance companies, Brokers and TPA.
- Developing a marketing plan that outlines the goals of the organization and establishes the strategies to achieve them.
- Updating and maintaining databases of customer information such as contact information, purchase history, and demographic data
- Managing all promotional activities in companies and managing the operations and expenses.
- Responsible for direct promotions of our internal doctors through media and news channel.
- Branding material requests and expenses.

Achievements During my tenure

Team Target vs. Achievement percentage in before joining Fortis.

May	June	July	August	September	October
75%	86%	92%	95%	93%	89%

Team Target vs. Achievement percentage in 2020, after joining Fortis.

May	June	July	August	September	October
86%	94%	110%	125%	109%	114%

United Healthcare TPA India Pvt.Ltd.

16th Feb 2015 – 03rd September 2018

Business and Operations Manager

- Develop and implement operational strategies to optimize business performance and efficiency.
- Oversee daily operations and ensure alignment with company goals and objectives.
- Manage budgets, financial planning, and resource allocation to achieve cost savings and revenue growth.
- Lead cross-functional teams to enhance productivity and streamline processes.
- Monitor performance metrics and KPIs, providing actionable insights for continuous improvement.

- Establish and maintain relationships with key stakeholders, vendors, and partners.
- Ensure compliance with regulatory requirements and company policies.
- Identify opportunities for growth and lead initiatives for business development.
- Implement technology solutions to automate processes and improve accuracy.
- Recruit, train, and mentor staff to build a high-performing team.

Achievements:

- Increased client acquisition by 30%, adding 50+ corporate clients across BFSI and manufacturing sectors.
- Boosted regional revenue by 20% year-over-year through strategic sales planning and execution.
- Reduced outstanding payments by 40% within 12 months through effective collections and client engagement.
- Achieved a 95% client retention rate by delivering excellent service and building long-term relationships.
- Successfully launched wellness programs covering over 10,000 employees, improving client satisfaction scores by 25%.
- Spearheaded market expansion initiatives in Pune and Delhi, contributing to a 15% growth in sales revenue.

Healthspring Medical Centers Pvt Ltd

30th September 2012 till 31st January 2015

Sr. Business Development Manager

- Sales of Employee Wellness programs to corporate companies, manufacturing, and BFSI segments.
- Prospect for potential new clients and convert leads into increased business opportunities.
- Develop and execute strategic sales plans and approaches to achieve targets.
- Build and nurture relationships with new and existing clients.
- Present new products and services to clients while enhancing existing relationships.
- Collaborate with internal teams to tailor solutions based on client needs.
- Negotiate contracts and agreements, ensuring favourable terms for both parties.
- Conduct market research and competitor analysis to identify trends and opportunities.
- Prepare sales reports and forecasts to track performance metrics.
- Organize and participate in corporate wellness events and promotional activities to expand market presence.

AI Maha Real Estate

5th Jan 2008 till 31st August 2012

Sales and Operations Manager

- Managed leasing operations for warehouses and labor camps, ensuring high occupancy rates and revenue growth.
- Developed marketing strategies to attract new tenants and retain existing clients.
- Negotiated lease agreements and contracts, ensuring favorable terms and compliance with legal standards.
- Conducted market research to identify trends and opportunities for business expansion.
- Coordinated property maintenance and improvements to enhance tenant satisfaction and property value.
- Built and maintained relationships with corporate clients and government authorities.
- Prepared financial reports and forecasts to monitor performance and support decision-making.
- Handled tenant inquiries, disputes, and service requests, ensuring prompt resolution.

WNS, Mumbai (India)

9th September 2001 till December 2007

Team Leader

- Ensure functionality met quality assurance standards.
- Attending to customer calls and booking reservations for international airlines, hotels, and cars for the Travelocity process.
- Ensure functionality and met quality assurance standards.
- Make changes to the itinerary according to customer requirements.
- Used Sabre and Quick systems for check-in information.

Laurels & Awards:

- Certified in the Six Sigma Yellow Belt Project in Aug'09
- ARM (Active Risk Management) grid certified.
- RMG (Resource Management Group) certified.

Education:

- Masters in Marketing Management (MMM) – Year 2010 - N. L. Dalmia Institute of Management Studies and Research
- Bachelor of Commerce (B.com) - Year 2001 – Mumbai University, India.
- Higher Secondary Certificate – Year 1998 – Mumbai University, India.
- Secondary School Certificate – Year 1996 – Mumbai University. India.

Personnel Details:

- Date of Birth: 27th Feb 1979
- Marital Status: - Married
- Nationality: - Indian
- Languages Known: - English, Hindi, Punjabi, and Marathi
- Hobbies: - Engineering, RC planes, cars, helicopters etc., architecture, technology, robots & working out.