

AVINASH PANI

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EXPERIENCED & HIGH CALIBRE BRAND ACTIVATION, BTL & BUSINESS MANAGER

A result-oriented professional with nearly 6+ years of experience in Marketing Management, BTL Activations, Marcomm, Key Account Management, Revenue Generation and 4+ years in Sales & Marketing.

Skilled in identifying & establishing strategic alliances / tie-ups with suitable business partners, resulting in deeper market penetration & reach.

Expertise in monitoring the P&L for the Organization through effectively managing the Field Marketing team across Southern Region

Making Plan and budgets for the yearly Marketing Campaigns for Organization with a proposed ROI & ensuring the requisite targets are achieved

Proven abilities in increasing brand building preference in terms of price & quality; skilled in organizing various client specific promotional events / campaigns / exhibitions as per stipulated budgets. Team-based management style coupled

EXPERIENCE

07/2017 to till date AGM - Marketing

American Oncology & Citizens Specialty Hospitals, Hyderabad

- Taking care of the Marketing, Branding and CSR function of the Organization
- Responsible for 40% of the overall turnover of the hospital i.e., 3- 4cr of revenue per month
- Handing of around 100 gated communities and apartments – Key accounts for the Hospital
- Meet, Liaison and interact closely with the MC of each community in understanding their requirements in terms of what is the expectation of their residents in terms of services expected out from an Hospital and the service improvements required there-on
- Drive the Business Specialty wise in each of the target locations by designing products and subsequently the marketing strategy for the specialty
- Responsible for Business by Referral Marketing and Business Development Activities
- Tie Up's with Neighborhood Nursing Homes.
- Driven a range of Business Development activities like
 - ✓ RTMS & CMES
 - ✓ Camps
 - ✓ Niagara Activations
 - ✓ Out-Reach Clinics across the District markets
 - ✓ In-house Camps and Activations across all departments
- Leading the **NIDO** (Gynec, Obs & Pediatric) department of the Hospital focusing on deliveries through visiting consultants and referrals. Responsible for revenue of 80 lakhs per month.
- Design and implement innovative and engaging on ground and ATL marketing and branding strategy to influence the TG like **Common Gynec Disorder in Woman, Pediatric Emergencies at Home etc**
- Starting from Organizing camps specialty wise, to Interactive sessions, to conducting activation programs to organizing events were regular part of the strategy for engaging the TG
- Responsible for planning of each activity to implementation and then calculate the ROI
- Leading a team of 7 people including Senior Managers, Managers and executives and am responsible for setting up targets, POA and training of the team
- Implemented first time strategy like Toyota NIDO campaigns, Green Earth Campaign, Talentease Orientation programs etc and generated additional revenues for the departments

06/2016 to 07/2017 Senior Marketing Manager – South India

Clove- Dentys Dental Care, India's largest Dental Chain with 140+ clinics spread across 11 cities in India

- Responsible for generating footfalls for clinics in Southern India
- Designing BTL Strategies across 4 region in south keeping in parameters like Consumer regional profile, consumer access points, preferences etc
- Designing methods to measure the effectiveness of the Campaigns in terms of walkins generated and revenue acquired
- Closely monitor the walkin performances in the clinic and then on creating better Activation programs to mitigate any challenges in term of not getting enough TG or revenues
- Lead a team of 20 individuals of Regional Marketing Managers, BDMs & BDE's; Constantly monitor their performances and add adequate motivation and training to generate better results
- Create Monthly and yearly budgets for BTL & ATL promotional campaigns encompassing all medium starting from camps, events, OOH, Newspaper, TV Programs etc
- Understanding that Neighborhood branding and promotion is an important part of generating walkins for each clinic- initiated and implemented several innovative campaigns and subsequently garnered the desired results
- Started the Strategic Alliance function in the Organization and was successful in opening up an avenue which not only generated targeted walkins but also bought in high value treatments
- Conducted several exercises and campaign related to Medical Tourism starting from agents tie-up to focus group targeting to medical tourism pockets in each cities
- Set up processes and SOP on how each activity and camps will be conducted thus bringing in standardization in activities across the regions
- Was instrumental in the integration process post merger with Clove Dental Group
- Supported the project team in selection of new clinic location through market survey and subsequently started new clinics through pre-clinic opening campaigns and the-on generating walkins for the clinics across southern region
- Till now have started 5 new clinics and supporting the project team in finalizing 15 more clinic location across the regions
- ***Responsible for the entire new walkins for the clinics across southern regions encompassing BTL, Direct, Digital & patient Referral walkins***

01/2016 to 05/2016 Marketing Manager

ELS Educational International Education Pathways Private Ltd. INDIA

- Managing the Pan India Marketing Plan for the Organization through ATL, Digital & BTL Campaigns
- Coordinate with the Agencies – Creative, Digital to design Campaigns and generate leads
- Work closely with the external agencies to design effective marketing collaterals
- Work in tandem with the Zonal Managers to create Campaigns and effectively implement the campaign with an eye on the ROI
- Was instrumental in designing the MLOW Campaign in association with UNO and successfully implement the same in India. "Many Languages One World"

10/2009 to 12/2015

Senior Manager – Branding & Activation

Access Corporate Communication & Event Solutions India Pvt. Ltd. – South & East Zone – India

- Identifying potential clients and decision makers within the client organization
- Interaction with the Brand Management team to devise strategies for the brand to reach maximum visibility through BTL activities, events and promotional campaigns.
- Preparation of Cost-Sheet based on the proposal and deliverables, negotiations with the clients and closures.
- In associations with the Operation team create the check-list and guide in implementation.

- Supervising & coordinate the activities of personnel, subcontractors & vendors
- MICE: Develop concepts, create marketing collaterals, meet sponsors, generating revenue and successful implementation of the expo.
- Identifying and selection of vendors to delegate the work order.
- Submission of reports, raise the invoices and generate payments from the clients.
- Arranging and participating in internal and external client debriefs

Brands Handled:

Hero Moto Corp: (Hunk, Glamour, Pleasure, CBZ xtreme, Splendor NXG); Reliance Digital: (15 stores across Hyderabad & Secunderabad & Rest of AP); Uninor Mobile: (Across AP); Bajaj Auto: (Two & Three Wheeler) Amaron Battery: (Across India); TATA Motors: (Indica, Vista, Manza, Aria, Nano); Plast Future East: (Plastic Expo); Auto Show: (Pan India)

Also was associated with brands like **Coca Cola, TVS, LG, Whirlpool, Infosys, Genpact, Paiggio, Airtel, Godrej, KFC, Wipro, Honda 2 wheelers etc**

08/2007 to 09/2009 Solution Manager
ICICI Bank Ltd – Hyderabad (Regional Office)

- Cluster Handled: Infrastructure, Logistics and ECG.
- Working Capital Finance for SMEs/Midcorporates
- Knowledge of Banking Products: Products like working capital assistance (Bank Guarantee, Cash Credit, Working Capital Demand Loan, EPC, PCFC, and PSCFC), Long term finance includes Term Loans in INR & External Commercial Borrowings (ECB).
- Sourcing of business form corporate & follow-up till sanction & disbursement.
- Financial Analysis, CMA, Company Profiles, Proposal Preparation , Evaluation of Terms & Conditions, Designing of deal structure, Committee representation
- Coordination with risk, policy, credit, accounts relations group, business forums, committees.
- Generating fee & interest income for the bank.
- Business Development through client management.

PREVIOUS EXPERIENCES

Company: **Milestone Management Consultants**
Duration: **05/2005 to 07/2007**
Designation: **Manager Business Development–**
Location: **Hyderabad, Bangalore, Chennai & Kolkata**

Company: **B. K Group of Companies**
Duration: **06/2001 to 04/2003**
Designation: **Asst. Manager Marketing**
Location: **Hyderabad & Kolkata**

EDUCATION

2001 MBA from KIIT, Bhubaneswar specializing in Marketing
1998 Bachelor in Science from Utkal University

PERSONAL INFORMATION

DOB 02.11.1977
Sex Male
Marital Status Married