**LOUIS MENEZES**

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***31 years successful experience, providing strategic and marketing leadership in uniquely challenging situations globally***

**OVERVIEW**

Accomplished, Senior Marketing Professional with rare blend of Marketing experience in Healthcare industry for 31 years in Global markets , encompassing ***Branding & Communication including Public Relations, Press Relations, Online Marketing, Direct-marketing, Doctor Empanelment,Practise Acquisition, Strategic Planning, Business Development, Project management*** with the ability and skill set to provide creative, innovative, enthusiastic and forward-thinking leadership in a team environment, focused on achieving continuous, improved business performance and profitability.

**PERSONAL** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Indian married, two children, **53 years**.

### **EDUCATION**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

###### Post Graduate Diploma in Marketing Management-Bombay University

###### Science Graduate- Bombay University

**EXPERIENCE**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**31 Years in Healthcare Industry**

**SKILLS**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

***M****arketing:-*

**B**randing & **C**ommunication-ATL & BTL

PR (Public Relations and Press Relations),

Corporate **C**ommunications

Online Marketing

* Creating, Managing and extending the value of Brand through the above mediums.

***B****usiness* ***D****evelopment* ***C****apabilities:-*

* Identifying new revenue streams for existing business and new business avenues from conceptualization till commercialization.
* Brand/Company Mergers & Acquisition, Collaborations-strategically align with MNC’s. Inducting equity participants and consultants in the company.
* Dealing with Investors and Venture capitalist
* Setting up **S**trategic **B**usiness **U**nit in niche therapeutic segments
* Doctor Empanelment
* Practice acquisition

***B****usiness* ***S****olution* ***P****rovider: -*

* B2B and B2C
* Corporate Strategy/Business Planning and Execution
* Analyzing, Interpreting and facilitating the growth of the brand
* Integrating operations of the business for maximizing output and profits
* Client Servicing and Customer Relationship Management

***C****orporate Marketing /* ***I****nsurance Business Development*

-Empanelment and driving in revenues for Pre-Employment Health Checkups, Annual Health Checkups, Key Health Checkup programmes, Out Patients, In patients, OPD Clinics and Occupational Centers.

***P****atient* ***A****cquisition and* ***P****atient* ***R****etention -****D****irect* ***T****o* ***C****onsumer approach (DTC)*

-Activities (Medical Consultation Camps/Awareness talks) at Resident Welfare Association (RWA), Communities, Go’s, Clubs, Schools, Citizens Forum, Associations, Religious Institutions, Parks. Outreach programmes like P ublic Forums, Cyclethon, and Marathon.

*Sales-Referral Business*

**GP’s/CBD/Specialists/Nursing Homes/Diagnostics**

–In clinic and Out clinic activities to increase footfalls and conversion

***I****nternational* ***M****arketing: -*

* Looking at possible partners for setting up Hospital or Information centers and ensuring project viability. (Hub & Spoke model) right from project stage to commercialization including investing in the hospital.
* Strategic Tie ups with Local Hospitals,Missionaries,HCF,Doctors, Insurance companies,Corporates,Banks etc.
* Medical Tourism
* Experience in handling different geographies primarily Africa, Middle East, Asia (South East), Europe
* Experience in dealing with Ministry of Treatment Abroad, Ministry of Health (MOH) & Regulatory bodies and Embassies
* Experience in participating in Trade fares, Conferences, CMEs, round table meets.
* Good networking/contacts with local hospital service providers or Medical Facilitators.
* Conducting market research & strategies to create brand awareness & visibility.
* Conceptualizing & implementation & Logistics management.

*-****P****ersonal* ***S****kills:-*

* Strategist and an executer
* Interpersonal, Leadership & Team Management skills
* Effective Communication skills and Interpersonal relationship
* Self Initiative and Enterprising

**Accomplishments as Group Director - Marketing & Sales (Global Operations)**

* Increased bed occupancy of IMH from 30 % to 70% and turnover from 7 Million to 10 Million AED
* Increased clinic business from 300,000 AED to 1 million AED per month in a span of one year.
* Introduced Wellness (Preventive care) as a revenue stream viz. Health Checkups, Onsite OPD Clinics at Corporates.1 Million AED per month.
* Established the International Marketing Vertical for the group & introduced Cafeteria Marketing for the Sunrise Group of Hospital. Revenue Stream 500,000 AED per month.
* Established Academics as a revenue stream for Sunrise Group of Hospitals viz.98000 USD to train Gynecologist and Pediatricians from Philippines at Dubai (CME).Live workshops (SELSICON) in Sunrise Hospital Kochi. Fellowship programmes for Total Laparoscopic Hysterectomy at Sunrise Hospital Kochi 5000 USD X 3 Doctors = 15000 USD per month.IVF Training programmes for 6 Doctors from Ethiopia 15000 USD X 6 Doctors =60000 USD.Total revenue 635,000 AED.
* Setting up of Occupational centers /Clinics at Corporates viz.RTA/Arabtec and Juma Al Majid for capturing leads.
* Tied up with banks to offer 0% Interest Free loans for Medical Treatment viz.Emirates NBD,Dubai First Bank, First Gulf Bank
* Project Leader, Comprehensive Cancer Hospital; joint venture (UK), - IMH Velindre Hospital, Dubai & Adis Hiwot Hospital Ethiopia for setting up a 300 Bedded hospital in Ethiopia,280 bedded Sunrise Hospital in Mumbai India.
* Spearheading strategic alliance negotiations to increase long-term market share and global positioning. Viz.Black Lion Hospital – Ethiopia, Japan Bangladesh Hospital, Dhaka.
* Re-Engineered department systems to increase revenue and customer loyalty for patient retention and repeat patients through increased efficiency in communications and administrative processes.
* Succeeded in getting the Dubai Chamber CSR Label Award for IMH the first major government award for International Modern Hospital and appreciation awards from GHQ, Dubai Police etc.
* Successfully branded the Sunrise Hospital at Kochi, Changarakulam and Delhi in India and increased the walk in’s to the hospital.

### **EXPERIENCE DESCRIPTION-TOTAL 31 YEARS**

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**Hospital Service Industry - 9 years 5 Months**

1. FROM JULY 2016 ONWARDS

***Universal Hospital Abu Dhabi-UBC World***

Group Director-Marketing & Business Development (Global Operations)

Core Management Team

1. FROM SEPTEMBER 2013 JUNE 2016

***International Modern Hospital DUBAI - Sunrise Group of Hospitals ( 2 Years 10 months )***

Group Director-Marketing & Sales (Global Operations)

Core Management Team

1. FROM JULY 2012 to AUGUST 2013

***Nova Specialty Surgery Hospital (1 Year 2 months)***

Regional Director-Domestic & International

1. FROM AUGUST 2007 TILL JUNE 2012

***HCG - HEALTH CARE GLOBAL ENTERPRISES LTD.(HCG Hospital) -(4 Yrs 11 months)***

Sr.Vice President Marketing

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**Pharmaceutical Companies - 21 years 5 Months**

### FROM DECEMBER 1994 TO DECEMBER 1996 AND FROM MARCH 1999 TO AUGUST 2007

### ***WINTAC LIMITED (BANGALORE INDIA) – (10 Years 1 months)***

General Manager Marketing

1. FROM DECEMBER 1996 TO MARCH 1999

***G.D.SEARLE (UK)* - ( 2 Years 4 months)**

Business Development Manager/Marketing Manager

1. FROM JANUARY 1985 TO DECEMBER 1994

***CARTER WALLACE PARMACEUTICALS LTD.(USA)* - (9 Years)**

Medical Representative /Senior Product Manager/Business Head

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**TEACHING INTEREST**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Faculty Member at Amen Consultants -Bangalore

Guest Lecturer at Bangalore Pharmacy College-Bangalore

**SOFTWARE** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Microsoft Office (Excel, Word, Outlook, Power Point)

**PERSONALITY**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* Have an impressive bearing, creative mind, positive outlook, Virgo’s dash to accept challenges and well versed in human behavior skills

**CHANGE**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

- With the motto” To Greater Heights” seek change to expand the horizons for fuller potential growth in a more conducive environment. I aspire for better prospects with full confidence in myself for unstinted dedicated services.

**EXPECTATION**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

-Brighter Future, Congenial atmosphere

**REFERENCES**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

-Available on request

**SIGNATURE ---------------------------------------------**