



LAL JEE ASTHANA

HOSPITAL BRANDING | MARKETING
| COMMUNICATIONS EXPERT

MAIN OBJECTIVE

To offer my domain expertise to Hospital & Healthcare, FMCG, Education, Photo Imaging, Real Estate Segments

OPEN TO

Full-time/Visiting Expert Advisory and Consultancy Assignments in multiple sectors

SECTORS WORKED FOR

Hospital | Healthcare | FMCG | Photo Imaging | Education

ACCOMPLISHMENTS

- **SEPTRAN** topped the sales in my area
- **Kodak acquired a share of the market of 95%** in the Cine Angiographic Films segment in the Southern Region in my stint with the organisation
- **Konica Medical X-ray brand secured a top position in the country from 0 to 42% in less than 03 years**
- Generated **first-ever order from DGAFMS/ AFMSDs for Konica valued at Rs 5 Crores**
- Facilitated **MCI Accreditation** successfully
- Countless successful conversions of **OPD patients to IPD** by explaining to them logically, fully keeping the patient's needs and ethics in mind

PERSONAL DETAILS

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Address- Aims Green Avenue, Flat No. C 006, Plot No. GH-04, Sector-4, Greater Noida (West) - 201 308

CORE COMPETENCY

Branding, Revamping, Digital Marketing, Communications & Media Briefing, International Engagements, Accreditation Facilitation, Medical Equipment Procurement, Advertising & Training, Crisis Management

WORK EXPERIENCE (OVER 24 YEARS)

Burroughs Wellcome India Ltd

Field Manager | 4 years

Engaged in special promotion of Septran anti-bacterial drug across Uttar Pradesh

Kodak India Ltd

Regional Business Manager (South India) | 6 years

Promoted Kodak Medical Diagnostic Products in Southern India with the objective of enhancing its share of market substantially

Konica Minolta - CGL

Vice President- Marketing & Operations | 12 years

Launched Konica Medical X-Ray brand and made it one of the leading brands on a Pan India basis; Promoted Konica medical equipment successfully through strategic & ethical business promotion practices.

Integral Institute of Medical Sciences

Head-Corporate Communications | 1.5 years

Facilitated their MCI Accreditation

Capitol Hospital

Vice President - Branding | 6 months

Oversaw their operations from Branding point of view with considerable success

Expert Consultant for Govt. & Pvt. Organisations

Subject Matter Expert

- Bio-Medical - SS Medical
- Respiratory - Sanrai Medical Systems
- Hospital Information System - Kameda Infologics
- Hospital Audit - U.P. Health Systems Strengthening Project
- SOP reconstruction and institutionalizing processes - U.P. Medical Supplies Corporation Limited

OVERSEAS ENGAGEMENTS (6 MONTHS)

Australia, Singapore, United Kingdom, France, Japan, United States of America, Hong Kong

ACADEMIC HISTORY

B.Sc (Bio Group), **M.A** (Ancient History & Archaeology)

03 Post Graduate Specializations in:

- Marketing
- Advertisement and Public Relations
- Personnel Management and Industrial Relations)