

MUHAMMAD RISHAL N M

GROUP GENERAL MANAGER - MARKETING



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Jannah, Cherukulam, Calicut, Kerala



21-01-1988

About Me

Dynamic and results-driven healthcare marketing professional with over 16 years of experience across multiple verticals in the healthcare industry. Adept at setting up and managing business operations, with a deep understanding of critical business drivers within the healthcare provider space. Proven expertise in driving business growth through innovative marketing strategies, business development, and key account management.

SKILLS

- Branding
- Referral Marketing (DRT)
- Corporate Marketing
- Community Connections
- MVT
- Digital Marketing
- Social Media Marketing
- Out Reach Clinic (ORC)
- Leadership
- Effective Communication
- Critical Thinking

Successfully managed both Greenfield projects and turnaround of non-performing units, demonstrating a proactive approach to leadership and team-building. Known for a clear focus on market share and revenue growth, with a passion for numbers and a strong commitment to team empowerment.

Key Achievements:

- Spearheaded business development and marketing initiatives, leading to significant revenue growth across various roles.
- Launched and established new verticals, including corporate management and community connect, contributing to the enhanced brand value and market presence of the organizations.
- Developed and executed comprehensive marketing strategies, including digital and social media campaigns, internal branding, and large-scale events, to drive engagement and brand recall.
- Successfully managed and expanded teams, implementing SOPs and integrating cross-functional expertise to optimize operations and cost efficiency.
- Created a brand recall as the "hospital of choice" within the referral physician environment, significantly improving referral business and overall revenue.

QUALIFICATION

2005 - 2008

Kannur University

Bachelor of Science – Chemistry

LANGUAGES

- English (Fluent)
- Malayalam (Fluent)
- Tamil (Fluent)
- Hindi (Intermediate)

A strategic thinker with a clear vision for business growth, committed to driving organizations to new heights in the competitive healthcare industry.

CORE COMPETENCIES

- Strategic Business Planning
- Market Intelligence & Research
- Sales & Marketing Operations
- Budget & Cost Management
- ATL / BTL & Marketing Promotions
- Cross-functional Coordination
- Team Building & Leadership
- Digital marketing and Media Planning

PERSONAL INFORMATION

- Date of Birth - 21.01.88
- Father's Name - Muhammad koya
- Marital Status - Married
- Mother Tongue - Malayalam

GEM Hospitals

March 2022 - Present

Group General Manager - Marketing

Responsible for creating a market space for GEM Hospitals by having strong DRT and CC activities and also developing a substantially larger Business Development and Marketing team. I am hired to provide the right direction for GEM Hospitals with a clear plan to move to the next level both in terms of revenues and brand value.

Avitis Institute of Medical Sciences

March 2020 - March 2022

Senior Manager - BDM

Tasked with elevating Avitis Institute of Medical Sciences, I am responsible for strategizing and providing a vision to the existing team while expanding the business development and marketing departments. With Avitis Clinics undergoing rebranding and Avitis Hospital at a pivotal growth point, my role is to guide both entities toward greater revenue and brand value.

VPS Lakeshore Hospital

December 2018 - March 2020

Regional Head - BDM

Regional Head of BDM for North Kerala, overseeing new business areas like extended clinic tie-ups. Leading a team of 5 across the region, I'm responsible for branding and marketing activities in Thrissur, Palakkad, Malappuram, Calicut, Kannur, and Kasarkode. Additionally, I organize regular events such as CME, focus meetings, and awareness classes throughout North Kerala.

Aster Medcity

August 2014 - December 2018

Assistant Manager - BDM

Managed a team of 5 across key districts in Kerala, overseeing referral marketing and two information centers. Achieved significant revenue growth, from ₹26.45 Cr in FY 17-18 to ₹50.31 Cr in FY 18-19. Established strong brand recall among referral doctors, promoting Aster Medcity to 800 doctors monthly, and consistently exceeded business targets. Managed three units in a cluster format.

Meyer Organics pvt ltd

June 2008 - August 2014

Medical Representative

Declaration

I here by declared that above furnished details are true to the best of my knowledge and belief.

MUHAMMAD RISHAL N M