

Gaurav Lamba

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12 years' experience in Marketing & Sales Strategy, Business Analytics, New Business Setup, Growth Planning, Digital Marketing, Content Marketing & Project Management across Traditional and Digital Mediums consumer-facing majorly in CPG, Healthcare & Retail Sector



EXPERIENCE SUMMARY

Apollo Hospital & Lifestyle Ltd, India (Apr '17 – Present)

- ✦ **Brand Strategy & Business Management:** Delivered breakthrough business results & managed brand P&L by defining consumer acquisition & retention strategy; Have lead disruptive business growth on Apollo sugar, Apollo Dental & E-commerce + Pharmacy on Health care products(60%+ with a turnover of 70cr+)
- ✦ **New Product Development:** Delivered 4 winning New Products bundles in Consumer Health & Wellness category on relevant consumer needs along with Technology function following a stage-gate Innovation for Diabetes and Weight loss.
- ✦ **Integrated marketing Communication with Technology:** Conceptualizing & Executing Marketing Campaigns with CRM Capability across Offline + Digital marketing which amplified lead generation funnel & ensured a consistent level of brand connect across all terminals.
- ✦ **Alternative Revenue Channel Creation:** Created & Led 2 alternative Revenue verticals which contributed 20% of top-line revenue, organic brand visibility & right TG database with minimum fixed cost

National Head: - Marketing, Digital & Products

Apollo Hospital & Lifestyle

Apr'17- Current

(Business Size: - 200 Crores, Revenue growth + 40% YOY)

Leading 3 brands (Apollo Sugar Clinics, Apollo White Dental, Diagnostic and Diabetes Health OTC Products) responsible for delivering the P&L of Portfolio, Creating Innovations, Developing Product & Communication Architecture, and Executing IMC on Brand with right Media Mix for Customer Acquisition.

Key Highlights & Responsibilities

- ✦ Charted **Strategy & New Business Initiatives on Diabetes, Dental and Product Business**
 - Identified Products + Concepts from International Markets; delivered through the '**Plug & Play Model**'. 3 Innovations launched in FY 18 & 19 i.e., Diabetes Wellness Products
 - Launched Health & Diabetes OTC products in Own channel, 1000+ Pharmacy's (PAN India) & E-commerce, thus **added incremental revenue of 5 Crores**
 - Created a new business vertical, Apollo service partner with 300+ General Practitioner to services in Tier 1 and Tier 2 cities thus, servicing **10,000+ diabetes patients.**
 - Created special brand Properties-International Diabetes Update (IDU), Dental Health forum and Round table meets for doctors & Pharma companies; generating additional revenue of close to **70 lacks per property.**
- ✦ Conceptualized & launched **12 Sugar clinics & 14 Dental clinics** with complete Marketing/customer Insights within 8 months; created an enrolled customer database of 3,500+.
- ✦ Created end to end landscape in **Digital Marketing + CRM** from lead Nurturing + Visits + Virtual Services in form of Health Coach; which moved the conversion efficiency from **14% in FY 17 to 32% in FY 18**
- ✦ Launched marketing campaigns with non-competitive brands, helping the business grow organically & reach more than **3mn+ right Target Customers** (Ref link attached of the association, received an award on health care innovative campaigns <https://www.linkedin.com/feed/update/urn:li:activity:6455435403393630208/>)
- ✦ The identified new market opportunity in the form of corporate programs for A'Dental Oral care which has able to generate **5 Crores revenue within 9 months along with added 20k FF to clinics**
- ✦ **Voice bot Product created with Machine learning on different Cohorts/repeat patients** for better ROI across Apollo Sugar & Apollo White dental, improving the customer lifetime value by 4X.
- ✦ Established Cross alliance with the insurance company on Diabetes products to reduce their claim rate by 10-15%, benefiting Apollo Sugar with additional **revenue of 3 Cr every year in form of Kickback + new Patients.**
- ✦ Managing 10 direct reporters and 45 Indirect Reporters which are spread across 6 geographies and 4 workstreams.

**DGM: - Marketing, Product & Sales
Business Consultant**

Health Total Anjali Mukherjee

**Sept'14- Feb'17
Feb'14 – Aug'14**

Led the entire Retail + Online Business for existing Clinics + New Clinics; moved revenue from 25 Cr to 75 Cr+ growth 200% within 3 years & ensured a Positive EBITDA across all formats & Products.

Key Highlights & Responsibilities

- ✦ Charted out the complete brand re-stage approach on a proposition, communication, packaging, Service mix, consumer activation, website/digital Launch & trade/visibility in (FY 14-15) by mapping future needs of Consumers & which help a 33% brand growth post relaunch
- ✦ Achieved EBITDA positive for Delhi/NCR in 12 months. Achieved average daily new consultations increased by 250%. Created a positive-patient centric environment & achieved a 90% satisfaction rate.
- ✦ Identified new Business opportunity - **Corporate Sales** that created a Revenue part of 5 Cr within just 14 months
- ✦ Trained doctors on soft skills conversion & retention of patients that improved conversions from 35% to 45% which is highest in the wellness domain where the average daily traffic of walk-in was above 350 customers.
- ✦ **Contributed to improving the lead funnel from 660 leads per day in 2012 to 1690 leads per day in 2015; enhanced the valid lead disposition to 58% in 2015 vis-à-vis to 38% in 2012-13.**
- ✦ Refreshed branding, optimized user journeys & increased the website traffic from 1.2k to 5k per day within 2 years.
- ✦ Led the **Development of 2 NPD Initiatives** from Ideation to Launch following Innovation Stage-Gate Process – **Health@ Home Weight loss Kit & Genomics Testing Kit.**
 - Lead Consumer In sighting & Research to Develop Product Bundle along with Doctor Teams.
 - Defining the consumer acquisition strategy & placing as a commodity in **E-commerce and Modern Trade.**
 - Overall added 8% of topline revenue and almost 2X new customers at lowest cost + in nonexistence city's

Deputy Manager- Retail Marketing	Samsung India	April'13- Nov'13
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Led Retail & Modern Trade business for the west region (Turnover 480cr+, Growth-40%) - Fastest-Growing Retail brand across all regions in CPG

Key Highlights

- ✦ **Created Differentiation for a Challenger Brand:** Created Blueprint Marketing Plan in development of new Channel via launching 160 Samsung smart cafes & 30 Digital Plazas within 3 months
- ✦ Strategized & created exclusive consumer-centric offer on Note 4 and S4 with exchange & upgrade models along with Lucrative EMI with Citi bank for end-user due to which in Q3'13 moved **from 18% to 25% Market share.**
- ✦ Launched Consumer loyalty card – 'Samsung smart' that boosted repeat rates zooming from 16% to 28%.
- ✦ **Mobile Brand Asset:** Used Voice-based Mobile telephony in an innovative manner to activate the Brand thought amongst 10 lac+ Media Dark during Note 4 Launch.

Marketing & Product Specialist,	Canon India	Sept'10- Apr'13
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Led the development of Retail and Modern trade channel since inception and moved sales from 10 Cr to 190+ Cr

Key Highlights

- ✦ Launched the 1st store by the hands of Master Blaster Sachin Tendulkar along with a pre PR strategy that resulted in 1000+ FF of people.
- ✦ Implemented an exclusive CRM platform made in name of Canon+ to create a regular engagement between partners to achieve an extra 2% special incentive via being part of the platform.
- ✦ Increased market share by 35% in the top 5 Modern Trade Chains during Diwali & by 55% in DSLR Category (2012).
- ✦ Penetrated & placed product at 650+ Modern trade outlets; highest by any Imaging Brand in India. Implemented 6 new models in Imaging & 4 new Models in the printing category with Media Matrix Buying Plan & Scheduling.
- ✦ Successfully initiated Photo Tour Activity; contributed US \$ 1 million sales in the month of Oct-Dec'12 & provided 35% of the imaging business. Took cost control initiatives by saving 15 % in media cost & 10 % in product input cost.

Brand Executive,	Lifestyle Retail (Max Division)	Feb'08- Sep'10
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- ✦ Successfully created Innovative launch doc due to measure pre, during & post business & conversion rate of 25% at stores.
- ✦ Ensuring a high brand recall & increased the business from INR 950 to INR 1240, a jump of 30% in the store ticket size
- ✦ Achieved sales target of 20 Cr in the year 2009, with only 10 Max stores during Festive Time. Enabled a 32% growth in 09-10

EDUCATION QUALIFICATION & CERTIFICATIONS

06-08	MBA from IES Management College, Mumbai with specialization in Marketing, with CGPA of 6.2/10
2005	BCOM from Tolani College of Commerce (Mumbai University) - 71 %
2002	12th Grade (Commerce) – Khalsa College, Mumbai – 74% (Rank 3 rd)
2018	Business Analytics Program, Babson