



CR BARATH NARAYANAN

Current Position	Chief Implementation Officer
Current Company	Delta Healthcare
Company Address	201, Vihav Supremus, Amin Party Plot Rd, Gotri, Vadodara, Gujarat 390021
Residential Address	S1, SMP Flats, 18, Rajaveedhi, Choolaimedu, Chennai, Tamil Nadu – 600094
Email ID	Barath31may@gmail.com barathnarayanancr@outlook.com
Phone Number	8939785681
Date of Birth	31 st May 1993
Professional Summary Dynamic and results-driven Sales & Marketing professional with over 9 years of experience in B2B/B2C sales, client acquisition, strategic planning, and contract negotiation within the medical education and simulation industry. Proven expertise in leading cross-functional teams, increasing market share, and boosting profitability. Business Analyst with hands-on experience in requirement gathering, process modelling, UAT facilitation, and implementation of enterprise tools like time tracking, travel planning, and expense systems. Adept in stakeholder management, Agile methodology, and technical documentation using tools like Microsoft Visio, Balsamiq, and JIRA. Experienced in client training and support for advanced medical simulation systems (e.g., iSimulate Realiti 360), with a strong record in technology adoption and educational outcomes improvement.	
Core Competencies:	
Sales & Marketing	✓ B2B & B2C Sales Strategic Planning Client Acquisition ✓ CRM & Retention Market & Competitor Analysis ✓ Proposal Development Contract Negotiation Brand Expansion
Business Analyst	✓ Requirement Gathering Documentation ✓ Process Modelling UML & Wireframes (Visio, Balsamiq) ✓ Agile & Scrum Sprint Planning UAT Coordination ✓ System Implementation Change Management Jira
Client Enablement & Technical Training	✓ Metrics-driven Knowledge Transfer ✓ Post-Deployment Support
Professional Experience:	
National Sales Head & Chief Implementation Officer Delta Healthcare (Feb 2023 – Present)	✓ Lead a 15-member team to expand Delta's footprint in medical/nursing colleges and research institutions pan-India. ✓ Delivered high-retention, customized proposals to prestigious institutions; managed negotiations and legal contracts. ✓ Leveraged data-driven competitor analysis to enhance lead generation and revenue pipelines. Key Projects (Business Analyst Role): ✓ Timesheet Management: Designed interface for staff and monitoring tools for managers. ✓ Travel Booking System: Enabled sales staff to request, track, and manage travel plans; created backend for ticketing team. ✓ Expense Management: Developed transparent expense filing system with status tracking and query resolution. Responsibilities & Tools: ✓ Stakeholder interviews, scope documentation, UML diagrams, flowcharts, wireframes (Visio/Balsamiq) ✓ Agile sprints, backlog management, UAT facilitation, and change control

	✓ Client training on iSimulate Realiti 360 Pro; developed training metrics to track adoption
Chief Executive Officer Nies Electronic Solutions — Dec 2016 – Feb 2023	✓ Franchisee of Delta Healthcare for Southern India; led 5-member team to build strategic simulation labs across: CMC Vellore, Father Muller, KS Hegde, Madha Medical College, and others ✓ Increased Delta brand visibility, delivered tailored proposals, conducted market analysis, and closed long-term deals. Client Training & Technical Enablement: ✓ Successfully trained faculty on iSimulate systems and ensured deep simulation tech adoption. ✓ Designed high-impact, measurable training programs to track proficiency and increase equipment usage effectiveness.
Business Development Executive Medifield Equipment Corp — Sep 2014 – Nov 2016	✓ Marketed Gynocular Colposcope and other medical devices across Tamil Nadu and Karnataka. ✓ Delivered compelling product demos and provided post-sale technical training. ✓ Ensured consistent customer satisfaction through robust after-sales support.
Education and certifications	
Professional Certification for Business Analyst role (Ongoing)	COEPD Capstone Projects Preparing for CBAP
MBA – International Business (2019–2021)	Annamalai University Graduated with Distinction
B.Sc. – Psychology (2016–2019)	Madras University First Class
B.E. – Electrical & Electronics Engineering (2010–2014)	Course Completed
CBSE 12th Grade (2010)	64%
CBSE 10th Grade (2008)	65%
ADDITIONAL SKILLS	
Content Creation	Skilled in video/photo editing (Da Vinci Resolve, Photoshop) for digital marketing
Writing	Technical blogs & articles tailored to healthcare professionals
Public Speaking	Regularly presents at conferences and industry forums