

RESUME – CR BARATH NARAYANAN

Name		CR Barath Narayanan
Current Position		National Sales Head at Delta Healthcare 201, Vihav Supremus, Amin Party Plot Rd, Gotri, Vadodara, Gujarat 390021
Phone Number		8939785681
Email ID		barathnarayanancr@outlook.com barath31may@gmail.com
Date of Birth		31st May 1993
Profile	Sales and Marketing Manager: - Results Driven Marketer with 9+ years of experience handling B2B and B2C sales. - Expert in client acquisition, proposal design, competitor analysis, and contract negotiation. - Proven track record of increasing market presence and driving profitability. - Adept at managing cross functional teams, building client relationships, and executing sales strategies.	Business Analyst: - Hands on experience in bridging gap between business needs and technology solutions. - Skilled in gathering and analysing requirements, process modelling, and ensuring successful project execution through collaboration with cross functional teams. - Proven track record of delivering user centric systems for enhancing efficiency: - Time sheet management - Travel planning system for sales staff - Expense management - Experience in creating clear, actionable documentation, developing wireframes. - Experience in facilitating user acceptance testing (UAT), training stakeholders, and ensuring smooth system rollouts. - Adept at managing change requests, driving continuous improvements, and providing post-deployment support for seamless transitions. - Proficient in using tools like Microsoft Visio, Balsamiq, and JIRA to achieve project objectives. - Successfully trained clients in using high fidelity simulators and complex simulation

		systems like iSimulate Realiti 360 Pro Modular Simulation Ecosystem, enhancing their teaching capabilities and seamlessly integrating simulation technology into their curriculum. 9. Developed metrics driven training methods to ensure optimal transfer of technical knowledge, tracking client proficiency and ensuring effective adoption of simulation equipment to improve the quality of medical education and clinical training.
Key Skills	Sales and Marketing: 1. Corporate B2B Sales 2. B2C Sales 3. Client Acquisition and Retention 4. Strategic Planning and Sales Forecasting 5. Contract Negotiations and Legal Liaison 6. Customer Relationship Management 7. Data Management 8. Sales Strategy Development 9. Competitor Analysis and Market Research 10. Cross Functional Team Leadership	BA Skills: 1. Requirement gathering and analysis: a. Conducting stakeholder interviews b. Defining project scope and objectives c. Documenting functional and technical requirements 2. Process modelling and documentation: a. Creating UML diagrams and flowcharts b. Developing wireframes and mock ups (Balsamiq and Microsoft Visio) c. Documenting use cases and user stories 3. Stakeholder management: a. Liaison between business and technical teams b. Managing stakeholder expectations and priorities 4. Agile and Scrum methodology:

		a. Sprint planning and backlog management. b. Managing change requests and iterations. c. Facilitating daily standups and retrospectives. 5. System Design and Development: a. Collaborating with technical teams on system architecture. b. Designing user friendly interfaces for various applications. c. Overseeing development progress and resolving blockers. 6. Testing and Quality Assurance: a. Facilitating unit testing and user acceptance testing. b. Assuring quality by aligning deliverables with requirements. c. Managing bug reporting and resolutions. 7. Project Management: a. Monitoring timelines, deliverables, and project milestones. b. Proficiency in Jira c. Ensuring successful project deployment and transition. 8. Change management: a. Managing and prioritising change requests b. Ensuring smooth adoption of system changes 9. Training and transition support: a. Training stakeholders and end users on
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		system functionalities. b. Ensuring seamless transition post deployment.
Professional Experience	National Sales Head <i>Delta Healthcare</i> February 2023 – Present	<i>Sales and marketing:</i> 1. Spearheading the sales strategy and business development efforts, leading a team of 15 professionals to expand market reach across medical colleges, nursing colleges and research institutions. 2. Enhancing the company's footprint across India, building key relationships with prestigious institutions. 3. Designing and delivering customised proposals to meet clients' needs, leading rate of client retention. 4. Conducting competitor analysis and utilising strategic marketing data to optimise lead generation and pipeline growth. 5. Managing contract negotiations and payment agreements ensuring alignment with legal frameworks. <i>Projects taken up as a Business Analyst:</i> 6. Spearheaded the development of three critical features for the company's internal panel: <i>a. Timesheet and worklog interface:</i> i. Designed user friendly interface for employees to log timesheets ii. Developed monitoring system for managers to track and comment of entries. <i>b. Travel booking request system:</i> i. Created an interface for sales employees to plan travel, request bookings, and manage trip-related queries. ii. Built a platform for the ticketing team to process booking requests, raise queries, and upload tickets. <i>c. Expense Management System:</i> i. Led the creation of an interface for employees to file expenses and managers to review, approve, and forward them. ii. Enabled transparency with real-time status tracking for employees and streamlined communication through query management.

		7. Responsibilities and Achievements: a. Acted as the liaison between employees, management, and technical teams, ensuring all requirements were effectively communicated and understood. b. Stakeholder in the projects, actively participating in decision-making and prioritization. c. Conducted stakeholder interviews and gathered comprehensive requirements, documented for technical clarity. d. Created detailed UML diagrams, flow charts, and wireframes using Microsoft Visio and Balsamiq. e. Employed Agile methodology to monitor progress, managing sprints and adapting to change requests. f. Facilitated unit testing, user acceptance testing (UAT), and ensured smooth deployments. g. Trained stakeholders on system usage, ensuring a seamless transition post-deployment. 8. Product Training and Transition support to clients: a. Successfully training clients with medical backgrounds in operating high-fidelity simulators and complex systems, such as the iSimulate Realiti 360 Pro Modular simulation ecosystem, enabling them to enhance their teaching capabilities and seamlessly integrate simulation technology into their curriculum. b. Developed and implemented metrics-driven training programs to ensure optimal knowledge transfer, tracking client proficiency and equipment usage effectiveness to guarantee smooth adoption and efficient operation of simulation systems. c. Transferred technical knowledge to healthcare professionals, improving the quality of education and clinical training using advanced medical simulation equipment.
	Chief Executive Officer	Sales and Marketing: 1. Spearheaded the sales strategy and business development efforts, leading a team of 5 professionals to expand market reach across medical colleges, nursing colleges and research

	Nies Electronic Solutions December 2016 – February 2023	institutions in Southern India as a franchisee of Delta Healthcare - Enhanced the company's footprint and Delta Healthcare's brand visibility across Southern India, building key reference centres such as: Skills and simulation lab setups in – - Christian Medical College - ACS Medical College - Madha Medical College - Lalithambigai Medical College - Meenakshi Medical College - Lakshmi Narayana Medical College - Bharath University - Father Muller Medical College - AJ Medical College - KS Hegde Medical College, and more - Designed and delivered customised proposals to meet clients' needs, leading rate of client retention. - Conducted competitor analysis and utilised strategic marketing data to optimise lead generation and pipeline growth. - Managed contract negotiations and payment agreements ensuring alignment with legal frameworks. As a business analyst: - Successfully trained clients with medical backgrounds in operating high-fidelity simulators and complex systems, such as the iSimulate Realiti 360 Pro Modular simulation ecosystem, enabling them to enhance their teaching capabilities and seamlessly integrate simulation technology into their curriculum. - Developed and implemented metrics-driven training programs to ensure optimal knowledge transfer, tracking client proficiency and equipment usage effectiveness to guarantee smooth adoption and efficient operation of simulation systems. - Transferred technical knowledge to healthcare professionals, improving the quality of education and clinical training using advanced medical simulation equipment.
	Business Development Executive Medifield Equipment Corp	- Conducted a comprehensive market analysis to evaluate the potential for the Gynocular Colposcope. - Delivered product demonstrations to prospective clients, successfully converting them into loyal customers.

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	September 2014 – November 2016	3. Provided in-depth technical training to clients on the use of the equipment, ensuring smooth adoption. 4. Strengthened customer retention through exceptional after-sales support and service. 5. Effectively marketed additional medical products, including medical lights, tables, and morcellators, achieving similar sales success.
Educational Background	Professional Certification in Business Analysis (Ongoing)	• Currently enrolled in a course at COEPD to enhance Business Analyst skills • Working on capstone projects • Preparing for CBAP certification
	MBA in International Business (2019 - 2021)	• Annamalai University • Graduated with distinction
	B.Sc. in Psychology (2016 - 2019)	• Madras University • Graduated with First Class
	B.E. in Electrical and Electronics Engineering (EEE) (2010 - 2014)	• Course completed at Sri Venkateswara College of Engineering and Technology
	12th Grade (CBSE) (2010)	• Passed with 64%
	10th Grade (CBSE) (2008)	• Passed with 65%
Additional skills and hobbies	1. Content creation: a. Experienced in video and photo editing (using <i>Da Vinci Resolve and Photoshop</i>) for social media marketing campaigns b. Skilled in writing technical content for blogs, aimed at attracting industry professionals and fostering engaging discussions 2. Public Speaking: a. Enthusiastic about delivering speeches at industry conferences and events, sharing insights and connecting with professionals in the field	