|  |  |
| --- | --- |
| **Singaram P** Bangalore, India – 560045 psingaramdrl@gmail.com | +91 9439438835 |  |

Professional Summary

Versatile, enthusiastic, and dedicated professional with over **13 years of experience in Sales & Marketing** and **6 years in Business Analysis**. Proven track record in customer satisfaction, stakeholder management, and team leadership within high-reputation organizations. An exceptional leader skilled in developing and motivating teams to achieve targets while maintaining a meticulous focus on quality and timely delivery. Committed to fostering collaborative environments that drive operational efficiency and organizational success.

Key Skills

* Proficient in **Microsoft Office** (Outlook, Word, PowerPoint, Excel, MS Project, MS Visio), **Statistical tools** (Minitab, Tableau, PowerBI), and **Database tools** (SQL).
* Expertise in **Jira**, **Confluence**, and Project Management Methodologies **(Agile, Waterfall).**
* Strong analytical skills with a focus on statistical analysis for business improvement.
* Exceptional written, verbal, and interpersonal communication skills.
* In-depth knowledge of **Healthcare Effectiveness Data and Information Set (HEDIS)** measures and reporting.
* Extensive experience in **Sales Force Automation** and cross-functional team management.

Objective

Seeking a Business Analyst position within a market-leading organization that offers new challenges and opportunities for professional growth.

Professional Experience

**Business Analyst**  
Dr. Reddy’s Laboratories, Hyderabad  
**March 2016 – February 2022**

* Applied **Root Cause Analysis (RCA)** methodologies to drive business improvement projects.
* Developed and tracked business objectives, goals, and metrics.
* Facilitated training sessions and workshops focused on process improvement and problem-solving.
* Collaborated with cross-functional teams and stakeholders for effective project planning and execution.
* Conducted **Retail Channel Performance Analysis (RCPA)** to derive strategic insights.
* Implemented **Corrective and Preventive Actions (CAPA)** based on customer feedback.
* Mentored team members, fostering leadership development and career growth.

**Sales Operations (Healthcare Markets)**  
Dr. Reddy’s Laboratories  
**December 2002 – March 2016**

* Analyzed key metrics for healthcare sales performance and compliance.
* Managed projects aimed at increasing market penetration and improving patient access.
* Identified cost inefficiencies and optimized distribution channels, reducing operating costs by 15%.
* Conducted market analyses and developed strategies for geographical expansion.
* Applied healthcare-specific principles to align sales strategies with regulatory requirements.
* Successfully launched healthcare products, driving adoption through targeted campaigns.

Achievements:

* Achieved **105% annual revenue growth** through data-driven strategies.
* Awarded “**Best Process Manager**” in 2014 for maintaining zero attrition.
* Recognized for leading high-performance teams, achieving **110%+ performance**.
* Spearheaded the successful implementation of a Healthcare CRM system, improving patient data management and increasing operational efficiency by 25%.
* Led cross-functional teams in Agile projects, delivering solutions ahead of schedule and under budget, improving stakeholder satisfaction by 30%.
* Developed and optimized business processes, resulting in a 20% reduction in processing time and enhanced accuracy in data reporting.
* Implemented Salesforce automation tools that improved sales team productivity by 35%, leading to a significant increase in customer acquisition.
* Conducted comprehensive gap analysis and introduced solutions that enhanced reporting accuracy, reducing errors by 40%.
* Played a key role in integrating CRM systems with EHR platforms, improving data accessibility and contributing to better patient outcomes.
* Designed interactive dashboards using PowerBI and Tableau, providing real-time insights that supported executive decision-making and drove strategic initiatives.
* Identified and mitigated critical project risks, ensuring a 100% success rate in meeting project deadlines over a span of three years.

Projects

**Unnati-V01 Project**  
Healthcare CRM  
**Duration:** 3 Years | **Model:** Waterfall

* Conducted stakeholder interviews and developed detailed **User Requirements Specifications (URS)**.
* Created use case diagrams, process flows, and **System Requirements Specifications (SRS)**.
* Designed centralized contact databases, automated order workflows, and developed comprehensive dashboards for KPIs.
* Integrated CRM with marketing, e-commerce, and accounting platforms for seamless data synchronization.

**Unnati-V02 Project**  
Pharmaceutical CRM  
**Duration:** 3 Years | **Model:** Agile

* Facilitated communication between development teams and stakeholders in an Agile environment.
* Gathered and documented user stories, ensuring alignment with business objectives.
* Managed **Healthcare Professional (HCP)** data, optimized **Sales Force Automation**, and implemented **Marketing Automation** tools.
* Integrated with **EHR/EMR systems** and developed mobile accessibility features.

Education & Credentials

* **BAMS** (Bachelor in Ayurvedic Medicine and Surgery)
* **MBA (Marketing)** – Berhampur University
* **Diploma in Russian Language** – Berhampur University

Personal Details:

* **Date of Birth**: 21st June, 1976
* **Languages**: English, Hindi, Oriya, Telugu