

VISHVENDRA LASANTHA KODIKARA

NO.888/B/1,SRI JAYANTHI MW.,HUNUPITIYA,WATTALA,SRI LANKA.

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NIC:760950459 V

Date Of Birth:04.04.1976

Age:45 Yrs



CAREER OBJECTIVE

To play a major role in a healthcare company by applying my knowledge and expertise to achieve organizations goals by exploring new trends and innovative ideas.

PROFESSIONAL QUALIFICATIONS

- MBA in Health Sector Management (Cardiff Met University - UK)
- Passed "Marketing Management Diploma" conducted by University Of Sri Jayawardanapura in 2006.
- Passed the certificate course for Pharmaceutical representatives conducted by Chamber Of Pharmaceutical Industry together with Sri Lanka Medical Association in 2003.
- Part qualified in CIM (UK).
- Member of Sri Lanka Medical Council.
- Followed pharmacist classes (External) under Mr. Chula Edirisinghe (Rtd. Snr. Pharmacist-NMRA)
- Certified trainer (City & Guilds-UK)

WORKING EXPERIENCE

General Manager (2006-2021 up to date)

Sethma Group

I'm responsible for managing the whole group having more than 150 employees. Sethma group is consist of,

Sethma Hospitals (Pvt) Ltd, No.36, Queen Mary's Rd., Gampaha.

A 70-bed large scale hospital with all preliminary investigations and indoor medical care facilities.

Sethma International, No.28/2, Queen Mary's Rd., Gampaha. (2012 – 2016)

Importer and distributor of pharmaceuticals, surgical devices, Medical equipments and laboratory equipments.

Sethma Opticians & Medical Suppliers, No.42, Queen Mary's Rd., Gampaha. (2010 – 2017)

Professional optometrists and distributors of Surgical, Medical and Laboratory items.

Medichemie Pharmaceuticals & Laboratory services, No.235/B,Galahitiyawa,Ganemulla.

Manufacturers and distributors of Cosmeceuticals,OTC & Pharmaceutical products.

I was in charge of all HR,Financial,Marketing,Promotional,Administration and Operational functions of the group within indicated time period.

Marketing and promotional activities:

I have been mainly focusing on gaining maximum output by using minimum resources in all internal,external and E marketing activities which includes,

- Create and implement Marketing plan within budget, in conjunction with overall business strategy.
- Ensuring effective, branded marketing communications including the company website, social media, print communication, and advertising. Ensuring effective communication internally also.
- Manage major projects such as PR events, launches, Marketing campaigns, GP evenings, Trade show exhibits.
- Liaise with and manage all external agencies, such as PR, Creative, On-line, Media Buyers, Medical Publications.
- Update Press Releases from outside agencies.
- Liaise with all department Managers in-house, in creating marketing pieces for different areas e.g. GP Booklet, Patients information leaflets.
- Demonstrate familiarity and skill with the tools of the trade in marketing including PR, written communication, website development, market research.
- Maintain high level of knowledge of Hospital's clinical services.
- Work closely with GP Liaison executives to ensure clear marketing message to GP audience and marketing support and materials supplied to them.
- Maintain awareness of competitor activity and general healthcare updates.
- Contribute to internal and external meetings from a marketing perspective.
- Manage Grand Rounds and relationship management with Consultants.
- Manage relationship with key personnel in Pharmaceutical and Medical Device industries with a view to confirming on-going sponsorship of hospital events.
- Direct and manage Social Media & Marketing Assistant and provide support and guidance.
- Researching and evaluating new opportunities for the business, and customer needs and insights.
- Analysis of the effectiveness of all marketing efforts.
- Develop an annual marketing plan, which should detail the year's activity to meet agreed company objectives.
- Demonstrate technical marketing skills and company product knowledge.
- Expert in Internet and social media strategy with a demonstrated track record.
- Monitoring and guiding marketing & promotional team of the company.
- Expanding panel of consultants and maintaining relationship with them
- Designing all advertising and promotional materials (Leaflets,Brochures,Hoardings,Sign boards....etc)
- Expanding corporate client base and generating new business
- Carrying out internal marketing activities (Patient conversions,Banners,Posters,patient relations,Patient follow ups..etc)
- Conducting meetings and trainings for employees.
- Planning and designing interior arrangements of the organization
- Negotiating with insurance companies
- Represented company in exhibitions
- Coordinating with government and non-government organizations (Health Ministry/NMRA/Provincial Health Dept./Association Of Hospitals/MSD/Food & Drug Inspectors...etc)
- Carried out E marketing activities (Bulk SMS,Flyers,Social media promotions,web,mobile apps.....etc)
- Planning and designing new business modules
- Appointing and Coordinating with laboratory sample collecting centers
- Setting sales targets and monitoring achievements
- Analyzing past sales records and implementing systems to generate more revenue.

- Handled sales and promotion of Pharmaceuticals, Medical equipments, Devices, Consumables, Hospital furniture and laboratory equipment

Administration & Operational Functions:

Here I was given the responsibility of attending to all operational matters of the organization and ensure the smooth operation of it.

- Monitoring and supervising on duties assigned to all key employees (Maintenance Exec., HR Manageress, Accountant., Front Office Mgr., Chief MLT, Chief Pharmacist, Radiographer, Matron, Mgr.-Eye Care, Admin. Officer, BDE, Regulatory affairs exec., Optometrist.....etc.)
 - Develop and implement effective policies for all operational procedures
 - Monitoring expenses and suggesting cost-effective solutions
 - Prepare work schedules
 - Promote company culture that encourages top performance and high morale.
 - Oversee budgeting, reporting, planning and auditing
 - Ensure all legal and regulatory documents are filed and monitor compliance with laws and regulations
 - Working with the board of directors to determine values and mission, and plan for short and long term goals.
 - Identify and address problems and opportunities for the company
 - Build alliance and partnership with other organizations
 - Support worker communication with the management team
 - Involved in calling quotations to purchase medical equipment and evaluating them
 - Planning future developments and implementing them
 - Handling issues of Visiting Doctors, Customers and Employees
 - Involved in recruitments & HR functions
 - Handled operation of sample collecting centers
 - Monitored operation of outsourced services (Security, Janitorial services, Wheel chair attendants)
 - Contributed for developing hospital management software, Creating web site and IT developments
 - Involved in financial planning and analysis
 - Handled all correspondence of foreign suppliers
 - Handled product registration work with NMRA officials
 - Guided staff and institution to win national awards
 - Head of ISO 9001:2015 quality management team

Sales & Marketing Manager (2005-2006)

Pharmachemie.No.382/G,Vincent Perera Place,Kelaniya.

Appointed Distributor for “George Steuart Agencies” & Importer of Glucometers (Gluko Dr® ,Allmedicus-Korea)

- Here I was asked to manage the distribution network of North western province while carrying out marketing and promotional activities of Glucometer to achieve maximum sales.
- I have experience in recovering customer payments as well.
- In the meantime, I carried out all correspondence with foreign suppliers to increase the product range of the company.

Medical Representative (1997 – 2005)

Akbar Pharmaceuticals (Pvt) Ltd, Colombo 10. (Subsidiary of Akbar Brothers)

- I Worked as a Medical Representative by promoting Branded Pharmaceuticals (E Denk-Germany / Fauldings-Australia), Wound dressings and ostomy care products (Hollister-USA) and Dental materials (3M-USA) by covering Western, North-Western, southern & Central provinces in the country. I was given the task of promoting different products to Doctors & Consultants in the area to generate prescriptions and achieve sales targets. In addition to that I have participated in promotional events like Exhibitions, Clinical Meetings, Round table meetings, Annual sessions and work shops by representing company. I maintained a good rapport with the pharmacies in the region to ensure the availability of products.
- I have handled tenders of most of the key government and non-government institutions. (SPC, MSD, Defence, Osu Sala, NGO's, Sri Lankan Air Lines...etc)
- I have trained my junior representatives during my stay.

**Schools Attended: C.W.W.Kannangara Vidyalaya, Colombo 8.
President's College, Kotte.**

EDUCATIONAL QUALIFICATIONS:

- **GCE (O/L) in 1992**
- **GCE (A/L) in 1995**

TECHNICAL SKILLS:

- I am computer literate, proficient in Microsoft Office applications, and fair knowledge in graphics.
- Writing and communication skills in Sinhala & English.
- Having a fair knowledge in hospital designing

TRADE SKILLS (Strengths):

- Leadership capabilities in motivating, guiding, monitoring and handling subordinates
- Excellent co-ordination and liaison capabilities
- Good team player
- Ability of organizing & effective networking
- Inborn creativeness to do things differently
- Ability of identifying and tackling niche markets
- Presentation skills
- Thorough knowledge in handling marketing & administration functions of healthcare products or services
- Strong industry relationships

EXTRA CURRICULAR ACTIVITIES:

- School Prefect of C.W.W.Kannangara Vidyalaya, Colombo 8.
- Placed in school's inter- house sports meets in athletic events.
- Represented school's under 13, 15 & 17 cricket teams.

- Active member of school's science society.
- Represented Akbar brothers in "D" Division mercantile cricket tournaments.
- Captained Akbar Pharmaceuticals (Pvt) Ltd. In inter pharma cricket tournaments.
- Represented Akbar Pharmaceuticals (Pvt) Ltd. In inter Pharma athletic events.
- President of Gampaha Elite International Lions Club (306-B2)

OTHER INTERESTS:

- Playing badminton / Cricket
- Singing
- Watching sports programs

REFEREES:

- **Dr.Kamani Mayadunne**
Consultant Obstrician & Gynecologist
Church Rd., Gampaha.
Mobile:0773316890
Residence:0334906796
- **Dr.Wilfred Wijesinghe**
Consultant Physician
Director-Sumeda College,Gampaha.
Mobile:0777 637 636
- **Dr.Eshantha Perera**
Consultant Chest Physician
Chest Hospital,Welisara
Mobile:0772987709

I hereby certify the above information given by me are true and correct to the best of my knowledge.



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(V.Lasantha Kodikara)

28.12.2021

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Date