



CONTACT

+91 90470 12439

cn.prasanth@icloud.com

Chennai

EDUCATION

2020 - 2024

UNIVERSITY COLLEGE LONDON

- PhD - Healthcare Management

2019 - 2020

UNIVERSITY OF WEST LONDON

- M.A - Advertising, Branding & Communication

2017 - 2018

SWISS EDUCATION GROUP

- Masters in International Business

2014 - 2017

SRM UNIVERSITY

- Bachelor of Science

SKILLS

- Digital Marketing Strategy
- Brand Development & Positioning
- Cx Enhancement
- Performance Analytics & Optimization
- Crisis Communication & Reputation Management

LANGUAGES

- English (Fluent)
- Tamil (Fluent)
- Telugu (Fluent)
- Hindi (Intermediate)

Dr PRASANTH CN

CLUSTER HEAD - MARKETING, SPECIAL PROJECTS, REVENUE ASSURANCE & BUSINESS ANALYTICS

DRIVING GROWTH @ GLENEAGLES HOSPITALS | BRANDING, DIGITAL, PR, CX | OPD & IPD STRATEGY | REVENUE & BUSINESS ANALYTICS | SPECIAL PROJECTS

PROFILE

A strategic healthcare leader with over a decade of experience driving growth, innovation, and patient-centric excellence across top-tier hospital networks. I currently serve as the **Cluster Head - Strategic Growth & Business Performance** at Gleneagles Hospitals, overseeing integrated functions including Branding, Digital Marketing, PR, Call Center Operations, Customer Experience (CX), OPD/IPD Volume & Revenue, Special Projects, and Business Analytics. I drive cross-functional initiatives that enhance patient engagement, build institutional reputation, and deliver measurable business outcomes.

PROFESSIONAL EXPERIENCE

Gleneagles Hospitals (Chennai & Hyderabad) 2021 - PRESENT
Cluster Head - Marketing, Special Projects, Revenue Assurance & Business Analytics

- Lead cross-functional strategy and execution across Branding, Digital Marketing, PR, Call Center Operations, and Customer Experience (CX), ensuring consistent brand positioning and superior patient engagement.
- Drive OPD and IPD volume and revenue growth by analyzing specialty performance, identifying market opportunities, and implementing targeted interventions in collaboration with clinical and operations teams.
- Spearhead high-impact special projects, including service line expansions, strategic partnerships, and operational transformation initiatives.
- Oversee business analytics and intelligence, delivering data-driven insights and dashboards to support leadership decision-making and continuous performance improvement.
- Manage digital performance marketing (Meta, Google), lead conversion funnels, and CRM integrations to optimize patient acquisition and retention.
- Champion a culture of service excellence and innovation, ensuring alignment of marketing and business objectives with overall hospital growth strategy.



CONTACT

+91 90470 12439

cn.prasanth@icloud.com

Chennai

EDUCATION

2020 - 2025

UNIVERSITY COLLEGE LONDON

- PhD - Healthcare Management

2019 - 2020

UNIVERSITY OF WEST LONDON

- M.A - Advertising, Branding & Communication

2017 - 2018

SWISS EDUCATION GROUP

- Masters in International Business

2014 - 2017

SRM UNIVERSITY

- Bachelor of Science

SKILLS

- Digital Marketing Strategy
- Brand Development & Positioning
- Cx Enhancement
- Performance Analytics & Optimization
- Crisis Communication & Reputation Management

LANGUAGES

- English (Fluent)
- Tamil (Fluent)
- Telugu (Fluent)
- Hindi (Intermediate)

Iswarya Women's Hospital

2019 - 2021

Assistant manager - Digital marketing & Branding

- **Content Creation:** Collaborate with the marketing team to create compelling content for websites, blogs, social media, and other digital channels, ensuring alignment with brand messaging and target audience.
- **Campaign Analysis:** Monitor and analyze digital marketing campaigns' performance metrics, providing insights and recommendations for optimization to improve ROI.
- **Brand Development:** Support branding initiatives by ensuring consistency across all digital platforms and marketing materials, and assist in creating brand guidelines and collateral.
- **Call Center Operations:** Assist in managing call center operations, including training and supervising staff, ensuring adherence to service quality standards, and monitoring call metrics to enhance performance.
- **Market Research:** Conduct market research and competitor analysis to identify trends and opportunities, aiding in the development of targeted marketing strategies.
- **Campaign Coordination:** Collaborate with cross-functional teams to coordinate and execute integrated marketing campaigns, ensuring timely delivery and alignment with business goals.

Focus Prism Private Limited

2018 - 2019

Marketing Manager

Digital:

- Digital Campaign Management, Media planning/Buying, Content Strategy & analytics tracking.
- Customer-target research, channel-audience research, keyword research, Ad copy writing, & landing page optimisation for all campaigns.
- Social Media branding and management.
- Robust review mechanism periodically on key metrics with agencies.
- Deploy best practices in paid campaigns, monitor ad copies, optimise campaign and spends.
- Constantly analyse and leverage new trends in digital space.
- Conceptualise, plan & manage digital brand campaigns.

Brand:

- Suggest unique value proposition for projects backed by in-depth market research.
- Create effective media-mix based on product positioning and target market selection.
- Design a calendar of marketing activities for achieving business goals & revenue target.



CONTACT

+91 90470 12439

cn.prasanth@icloud.com

Chennai

EDUCATION

2020 - 2025

UNIVERSITY COLLEGE LONDON

- PhD - Healthcare Management

2019 - 2020

UNIVERSITY OF WEST LONDON

- M.A - Advertising, Branding & Communication

2017 - 2018

SWISS EDUCATION GROUP

- Masters in International Business

2014 - 2017

SRM UNIVERSITY

- Bachelor of Science

SKILLS

- Digital Marketing Strategy
- Brand Development & Positioning
- Cx Enhancement
- Performance Analytics & Optimization
- Crisis Communication & Reputation Management

LANGUAGES

- English (Fluent)
- Tamil (Fluent)
- Telugu (Fluent)
- Hindi (Intermediate)

Swiss Education Group

2017 - 2018

Marketing Executive - South East Asia Region

- Handle Digital Marketing - managing company's owned, earned & paid digital media.
- Responsible for both Performance Marketing & Brand Marketing through offline & online channels.
- Roll out of brand collaterals, AD creatives & project launch campaigns.
- Develop contents & improve the UI & UX of the website, optimise landing pages for digital campaigns.
- Competitor analysis & Market research for projects.
- Continuously monitor ,measure and report performance of all marketing campaigns against goals.
- Plan, coordinate & execute BTL activities.

REFERENCE

Mr Guruprasad

CSO - Gleneagles Hospitals

Phone: +91 95607 78881

Mr Richard Roy Mendonce

CMO - Gleneagles Hospitals

Phone: +91 96865 69826