

Vindhya Sudasinghe

A: "Ananda", Sangamith Mawatha, Pallewela, Western Province, Sri Lanka.

E: vindhya.sudasinghe@gmail.com

M: +94 74 185 8094

[LinkedIn](#)

CAREER OBJECTIVE

Ambitious and skilled Clinical Application Specialist with over 8 years of experience, driven by a genuine passion for improving healthcare and patient outcomes through technology. Looking to contribute my clinical expertise and create a significant positive impact in a global healthcare environment committed to making healthcare better through advanced and innovative medical technologies.

KEY COMPETENCIES

- Clinical expertise and technical proficiency
 - Goal oriented and Results driven
 - Leadership and Team Management
 - Customer centric relationship building
 - Adaptability in dynamic environments
 - Communication and interpersonal skills
 - Collaborative Problem solving and analytical skills
 - Decisiveness and quick decision making
 - Detail oriented and strategic thinking
-

EMPLOYMENT AND EXPERIENCE

NEXTGEN HEALTHCARE (PVT) LTD PRODUCT MANAGER

**MAY 2024-MAY 2025
COLOMBO, SRI LANKA**

Led a product manager role for PHILIPS MATC (Monitoring Analytics and Therapeutic Care) and Respiroics, IRADIMED MRI-compatible monitors, and Getinge PiCCO hemodynamic monitoring systems, driving product strategy, market positioning, and cross-functional collaboration to enhance clinical outcomes and customer satisfaction.

- Conducted market research to identify customer needs, emerging trends, and competitive positioning in the patient monitoring segment, focusing on Philips monitors, defibrillators, AEDs, and CTGs across government and private hospital sectors.
- Led pre-sale demonstrations, product presentations, and clinical education workshops for healthcare professionals, nurses, and biomedical engineers, driving new lead generation and enhancing product adoption.
- Managed end-to-end product lifecycle from installation to post-sale trainings, monitored product performance metrics, collected customer feedback through regular install base visits to address clinical and technical issues effectively thereby maintaining solid customer relationships for install base retention and product enhancement.
- Strategically represented the product portfolio at trade shows, industry conferences, and exhibitions to drive brand visibility and generate leads.
- Collaborated with sales, marketing, and finance teams to develop pricing frameworks, promotional pricing, and discount strategies aligned with business goals.
- Coordinated with regulatory team to secure necessary approvals and maintain compliance documentation.

ACHIEVEMENTS

- Successfully secured the first order for IRADIMED MRI compatible monitor in Sri Lanka amidst being the highest bidder in the tender from Lady Ridgeway Hospital, a government paediatric hospital in Sri Lanka with a 14% increase in revenue in FY 2024-2025, establishing it as a strong reference site for future sales.
- Spearheaded a series of 10 promotional workshops in collaboration with the Philips India application team, engaging key government and private hospitals, and successfully converting 60% of leads into sales opportunities.
- Reduced customer complaints by 40% by proactively addressing technical and clinical issues for existing clients, ensuring swift resolution and maintaining customer satisfaction.

NEXTGEN HEALTHCARE (PVT) LTD

OCT 2018-MAY 2024

APPLICATION SPECIALIST

COLOMBO, SRI LANKA

Leveraged clinical and technical expertise as an Application Specialist for Philips MATC product portfolio, IRADIMED MRI monitoring systems, and Getinge PiCCO hemodynamic technology, effectively managing complex clinical scenarios, delivering comprehensive training, and building strong customer relationships to optimize product utilization and elevate customer satisfaction.

- Delivered comprehensive pre-sale product demonstrations, presentations and trainings to key opinion leaders including healthcare professionals and biomedical engineers on the clinical benefits and technological advancements of PHILIPS MATC products there by generating future leads.
- Conducted post-sale, in-service product trainings and continuous comprehensive clinical education programs to healthcare professionals, ensuring optimal utilization of Philips products and maintaining up-to-date knowledge on latest product features and best practices.
- Conducted frequent follow-up visits to provide clinical and technical assistance to resolve product related issues to ensure high customer satisfaction and brand royalty.
- Provided detailed reports to management and sales teams, highlighting key performance metrics and clinical feedback for product enhancements.
- Maintained a solid customer relationship with consultant anaesthetists and liver transplant surgeons by providing in theatre technical and clinical assistance in using Getinge PiCCO technology in Liver transplant surgeries.
- Participated in ongoing trainings from PHILIPS university & Getinge to maintain expertise in Philips MATC and Getinge product lines and emerging clinical applications.

ACHIEVEMENTS

- Pioneered the use of a simulator for PHILIPS defibrillator product demonstrations, helping the sales team secure a high-volume government tender for 50 numbers of defibrillators (125,000 USD) with a revenue growth of 322% making PHILIPS the defibrillator market leader in FY 2021-2022.
- Achieved a 95% customer satisfaction rating in post-sales support by resolving application-related queries within 24 hours.
- Trained over 500 healthcare professionals on clinical decision support tools and other advance clinical features of Philips MATC systems, improving workflow efficiency by 40%.

- Delivered targeted pre-sales demonstrations of HAMILTON MEDICAL ventilators to healthcare professionals, showcasing advanced features and clinical benefits to drive product adoption and generate sales opportunities.
- Delivered comprehensive post-sale trainings to healthcare professionals on the effective use, functionality, and maintenance of HAMILTON MEDICAL ventilators including hands-on demonstrations and clinical education on advanced ventilator modes and features.
- Provided immediate assistance in resolving clinical issues or technical malfunctions in ventilator systems and collaborated with technical team to escalate and address complex equipment issues promptly.
- Gathered and documented feedback from clinical users to identify potential product improvements and communicate insights to the product development team.
- Proactively pursued and completed advanced online training programs on HAMILTON MEDICAL ventilators to stay current with emerging technologies and innovations, effectively transferring that knowledge to healthcare professionals to optimize device utilization and patient outcomes.

ACHIEVEMENTS

- Supported the product manager & sales team by conducting clinical 40+ pre-sale workshops resulting in a revenue growth of 130% during the FY 2017-2018.
- Successfully enhanced customer proficiency in using HAMILTON MEDICAL ventilators by delivering targeted training sessions, resulting in a 30% reduction in user-reported operational errors and improved clinical outcomes.
- Spearheaded the introduction of the Hamilton C3 ventilator to the Sri Lankan market, driving a 15% revenue growth within the first two quarters through targeted marketing strategies and stakeholder engagement.

EDUCATION

- Bachelor of Engineering in Biomedical Engineering – Birmingham City University.
- Pearson SRF BTEC Level 5 Higher National Diploma in Biomedical Engineering.

PROFESSIONAL TRAINING CERTIFICATES

PHILIPS UNIVERSITY – Online Training Programs

- RDT Proficient Level 1 (L2S) - 2021
- ECR Proficient Level 1 (L2S) - 2021
- DFM 100 Release 2.0 - 2021
- Patient Monitoring Pre-Sales CAS - Level 2 (L2S) - 2021
- IntelliVue X3, MX100, Microstream extension out-of-hospital - Sales Training - 2021
- Patient Monitoring Sales - Level 2 (L2S) – 2022
- NPI 2021 | Hospital Patient Monitoring Solutions_Group3 -2022
- Getting Beyond Basic: The importance of Advanced Hemodynamic Monitoring webinar - 2022

AWARDS

- Application Specialist of the year - FY 2019/2020
- Best channel partner – south Region for MATC & Ultrasound from PHILIPS India – 2019

REFEREES

Available upon request