

GOKUL NARAIN NATARAJAN

7 Louisburg Sq, Nashua, NH 03060 | ngokulnarain@hotmail.com |
857-869-5882 | <https://www.linkedin.com/in/gokulnatarajan/> | <https://github.com/gokulnarain>

OBJECTIVE

Dynamic and results-driven healthcare technology leader with over 12 years of experience in digital health, managed services, and cross-functional team leadership. Seeking to leverage deep expertise in U.S. Healthcare HCM markets, Product knowledge, and strategic sales enablement to drive enterprise growth as a U.S. Enterprise Managed Services Practice Leader. Proven ability to align field sales, marketing, and product teams to execute high-impact sales strategies, support M&A initiatives, and deliver measurable business outcomes.

EDUCATION

University of Fairfax, Salem, VA

Doctorate in Business Administration

May 2025 – Till date.

Northeastern University, Boston, MA

Master of Science in Health Informatics

Sept 2019 – May 2022

Hindustan Institute of Technology and Science, Chennai, India

Bachelor of Engineering with Distinction,

July 2008 – May 2012

WORK EXPERIENCE

IQVIA Inc, Boston, United States – Senior Consultant, Commercial Solutions and Insight Hub May 2022 – Till Date

Role Summary:

Serve as a strategic liaison between clients, sales, and technical teams to drive healthcare managed services initiatives. Lead cross-functional collaboration, solution design, and execution of enterprise-level projects in the U.S. healthcare market.

Datasets:

- WSP (Wholesale Sales Product)
- NSP (National Sales Perspectives)
- NPA (National Prescription Audit)
- LAAD (Longitudinal Access and Adjudication Data)
- eLAAD (Enhanced LAAD)
- LAAD+ (LAAD Plus)
- EMR (Electronic Medical Records)
- Xponent (Prescriber-Level Prescription Data)
- Pharmedics Plus (Commercial Claims Data)
- LRx (Longitudinal Prescription Data)
- Dx (Diagnosis Data)
- Medical Claims (Dx + Px)
- Payer Landscape & Formulary Data

Pharma Clients: Pfizer, CSL, Merck, J&J, Eli Lilly, Boehringer Ingelheim, and Sanofi

Payer Clients: Cigna, Aetna, and National Health

Projects: HCP Targeting & Profiling, Segmentation, Rare Disease Market Analysis, Payer Strategy and Access Analytics, RWE and Claims Analysis

Daily Responsibilities:

- **Sales Strategy Support:** Collaborate with field sales teams to understand client needs and propose tailored managed services solutions that align with strategic sales goals.

- **Client Engagement:** Act as a primary point of contact for enterprise healthcare clients, conducting discovery sessions, presenting solution architectures, and addressing technical and business concerns.
- **Solution Design & Enablement:** Translate client requirements into actionable technical solutions by working closely with software development, architecture, and product teams.
- **Cross-Functional Collaboration:** Coordinate with marketing, operations, and product management to ensure alignment on go-to-market strategies and product positioning.
- **Team Leadership:** Manage a team of consultants and developers, overseeing capacity planning, training, performance tracking, and daily stand-ups.
- **Market Intelligence:** Monitor competitor activity, pricing trends, and client feedback to inform product enhancements and sales tactics.
- **Training & Knowledge Sharing:** Conduct internal training sessions on new technologies and healthcare standards (e.g., FHIR, HL7), and mentor junior team members.
- **Governance & Reporting:** Prepare governance decks, track KPIs, and report progress to senior leadership on project milestones and sales impact.

Philips Medical Devices, Cambridge, United States – Research and Development

Jan 2021 – Jan 2022

Role Summary:

Contributed to the development and deployment of advanced patient monitoring solutions within the R&D division. Acted as a bridge between engineering, product, and client-facing teams to ensure successful delivery of healthcare technology solutions.

Daily Responsibilities:

- **Client-Focused Development:** Collaborated with internal stakeholders and healthcare clients to gather requirements and translate them into functional specifications for patient monitoring systems.
- **Product Deployment & Support:** Participated in the deployment of bedside and ambulatory monitoring devices, ensuring seamless integration into hospital environments.
- **Data Analytics & Visualization:** Built dashboards and analytical tools to provide actionable insights to business and clinical teams, supporting data-driven decision-making.
- **Cross-Functional Collaboration:** Worked closely with software developers, QA engineers, and product managers to align on product features, testing protocols, and release timelines.
- **Agile Project Management:** Participated in daily stand-ups, sprint planning, and retrospectives to ensure timely delivery of R&D milestones.
- **Client Communication:** Presented orchestrated software scenarios and product capabilities to clients, supporting sales and implementation teams with technical insights.
- **Documentation & Reporting:** Maintained detailed documentation of testing procedures, product performance, and client feedback for continuous improvement and regulatory compliance.

Hexaware Technologies, Chennai, India – Team Leader – Healthcare

Nov 2018 – July 2019

Role Summary:

Led a cross-functional team in delivering HCM analytics and data transformation solutions for a major clinical services client. Focused on operational excellence, stakeholder engagement, and aligning technology initiatives with business goals in the healthcare domain.

Daily Responsibilities:

- **Team Oversight & Delivery Management:** Directed a team of analysts and developers, ensuring timely delivery of HCM-related data transformation and reporting projects.
- **Stakeholder Coordination:** Acted as the primary liaison between client stakeholders, internal delivery teams, and business analysts to align project goals with enterprise HCM strategies.
- **Process Optimization:** Identified inefficiencies in existing HCM data workflows and implemented automation and standardization practices to improve data accuracy and reporting speed.
- **Data Governance & Compliance:** Ensured all data handling adhered to healthcare compliance standards and internal governance frameworks, especially in support of HR and payroll systems.

- **Performance Reporting:** Designed and delivered executive dashboards and performance metrics to support workforce planning and strategic HR decisions.
- **Change Management:** Supported organizational change initiatives by facilitating knowledge transfer, training sessions, and documentation for new HCM tools and processes.
- **Issue Resolution & Escalation:** Managed escalations, resolved technical and functional issues, and ensured minimal disruption to ongoing HCM operations.

Indium Software, Chennai, India – Team Leader – Healthcare Standards

Sept 2016 – Sept 2018

Role Summary:

Led compliance-driven healthcare technology initiatives, ensuring adherence to U.S. regulatory standards and clinical data frameworks. Oversaw cross-functional teams and collaborated with clients to implement secure, standards-based solutions for healthcare data management.

Daily Responsibilities:

- **Regulatory Compliance Oversight:** Ensured all healthcare solutions adhered to HIPAA and PHI regulations, embedding privacy and security protocols into system design and data workflows.
- **Standards Implementation:** Guided teams in the integration and validation of clinical coding standards such as ICD-9 and SNOMED CT across healthcare applications and data pipelines.
- **Client Advisory & Risk Mitigation:** Advised healthcare clients on compliance risks, audit readiness, and best practices for data governance in clinical and administrative systems.
- **Cross-Functional Collaboration:** Worked with legal, IT security, and product teams to align compliance requirements with technical implementation and business objectives.
- **Training & Enablement:** Conducted internal workshops and client sessions on healthcare compliance, data privacy, and the operational impact of regulatory changes.
- **Documentation & Reporting:** Maintained detailed compliance documentation, audit logs, and risk assessments to support internal reviews and external audits.
- **Process Improvement:** Identified gaps in compliance workflows and implemented corrective actions to enhance data integrity and regulatory alignment.

Accenture, Chennai, India – Software Engineering Analyst - Pharma – Healthcare

May 2012 – May 2016

Role Summary:

Supported healthcare sales initiatives by transforming raw clinical and operational data into actionable insights. Focused on enabling data-driven decision-making for payer and provider clients through analytics, reporting, and strategic data modeling.

Daily Responsibilities:

- **Data-to-Insight Transformation:** Extracted, cleaned, and modeled healthcare data to generate insights that supported sales strategies and client engagement.
- **Sales Enablement Analytics:** Developed dashboards and reports that highlighted key performance indicators (KPIs) and trends relevant to healthcare sales teams.
- **Client-Facing Analysis:** Participated in client discussions to understand business needs and deliver tailored data solutions that aligned with their strategic goals.
- **Collaboration with Sales & Marketing:** Worked closely with sales and marketing teams to identify data opportunities that could enhance client acquisition and retention.
- **Predictive Modeling:** Built and validated predictive models to forecast patient outcomes, service utilization, and cost trends, aiding in value-based care proposals.
- **Data Quality & Compliance:** Ensured data integrity and compliance with healthcare regulations while handling sensitive patient and provider information.
- **Documentation & Knowledge Sharing:** Created technical documentation and shared best practices across teams.