



Indu Bains

Business Operations/Executive Leadership Marketing Strategy/DEI

A strategic and visionary executive with over 25 years of MedTech industry expertise and extensive experience in distribution, go-to-market strategies for product development, consumer goods, and operational management. Indu has international experience negotiating contracts and developing sales pipelines, managing multifunctional teams, building and leveraging relationships, and addressing organizational needs. Indu has a passion for healthcare systems, public education, commerce development, and diversity, equity and inclusion initiatives.

SELECTED ACHIEVEMENTS

- Led operations for the distribution of medical goods via B2B and D2C channels for SIMS Medical Corp., a national organization with coast-to-coast premium distributor status, achieving consistent turnaround exceeding industry standards and expectations
- Propelled the growth of major healthcare brands such as Dr. Comfort, Anodyne, Sockwell, taking sales from zero to multi-million revenues
- Overhauled vast six-digit SKU inventory system by automating its management and incorporating seamless integrations early-on in supply chain automation to achieve over 40% optimization rate
- Led the customer service team, national sales force, and management teams for operations, administration, sales/marketing, and warehouse operations to achieve more than 20 podiatric industry awards for excellence
- Built and outfitted a full-service FIFO warehouse operation (ship/receive, order/return, stock, etc.) from building purchase to flow and design, staffing and automation integration
- Negotiated Canadian distribution contracts and sales agreements with international companies in the orthopedic, podiatric and footwear industries
- Secured, maintained and developed over 2500 contracts in healthcare and sporting goods sectors, including e-commerce channels, increasing sales by an average 20% year-after-year
- Created and developed a strong supply chain with transport and logistics, importing healthcare products and medical devices from six continents with an exceptional 97% compliance rate
- Subject matter expert with over 50 global MedTech associations and networks on mergers and acquisitions, hostile takeovers, amalgamations, venture capital companies and private equity firms
- Developed robust diversity, equity, inclusivity charters and policies for small and mid-sized businesses

PRIOR EXPERIENCE

- Bainsco Consulting Group – Senior Consultant
- Bainsco Holdings Inc. – President
- SIMS Medical Corp – Chief Operating Officer
- Stara Distribution Inc. d.b.a. Stara Store – Founder
- Orthopaedic Mobility Centre Inc. – Founder

QUALIFICATIONS

- McMaster University – Bachelor's Degree (Health & Gerontology)
- Rosalind Franklin University of Medicine & Science – Certified Pedorthics Degree
- Certifications in Consulting, Business Management
- YSpace @ York University – Entrepreneurship Advisor
- Stouffville Chamber of Commerce – Board of Directors
- Ballantrae Public School - Chair, Council
- Markham-Stouffville Hospital Foundation – Chair, Fundraising Committee,
- The Stouffville Community Project – Co-Director
- Town of Whitchurch-Stouffville – Member, Diversity & Inclusion Committee
- PRISM Professional Centre – Board Advisor

