

Resume.ae

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Date of Birth:

Gender:

Nationality:

Trade Marketing - Sales Development – Medical Detailer – Team Management

Industry Expertise: Pharmaceutical Sales, FMCG

Experienced Sales Head with demonstrated experience in developing and planning pharmaceutical sales operations, supported through proven leadership, communication and negotiation skills. In depth knowledge and experience in trade marketing (medical) involving primary and secondary sales, building trade strategies, strategic segmentation and setting success metrics.

Skilled in implementing Medical detailing strategy for the brand to secure endorsement and support of Health Care Professionals (HCP's). Adept at customer liaison, development of trade management process, and aligning to customer priorities.

Expertise in trade fund guidance, distribution expansion and talent management. Hands on experience in managing diversified product portfolio to ensure the Medical Reps and Detailers are supportive to the brand plans. Creative problem solver, with keen attention to detail and quality. Independent worker with a high degree of initiative and motivation to serve clients and needs.

Core Expertise

- **Business driven approach:** Efficient in sales development and planning besides always incorporating a formalized administration of tasks, and providing solutions with the highest gains.
- **Analytical Skills:** Effective analysis of markets and business opportunities for the organization.
- **Team Leadership:** Knowing and working a team amiably and persistently.
- **Technical Support:** Utilizing extensive and existing industry insight and intelligence to propose new solutions to existing and prospective clients.
- **Customer Relations:** Providing pre-sales and after-sales support of the products via presentations, trainings, service support, thus maintaining long-term relation with clients.

Professional Strengths

Project Management
Sales Planning
Medical Detailing

Securing Endorsements
Business Development
Team Management

Client Management
Coaching and Development
Lead Conversion

Significant Achievements

- Received bronze award in 2003 for Panadol Tender in Al Ain Government hospital.
 - Achieved highest market share in all Regions for Panadol.
 - Achieved highest market share for AQ TB till 2008 Kuwait. It was the market leader.
 - Achieved highest market share all over the world for Panadol RT.
 - Bagged 'Excellence in Execution' award for Horlicks Re-launch in Kuwait 2006.
 - Bagged Innovation award in 2008 for Boots Branding Curtain for first time
 - Received Spirit Award FMCG in 2010 for Innovation display for Pronamel (Apollo Q8).
 - Received Spirit Award OTC in 2010 Panadol Joint Gate.
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Professional Experience

Head of Medical Detailing (Region – Arabia)
GSK CH, Dubai

Nov 2012 - Open

Job Specifications:

- Developing and implementing the Medical detailing strategy for the brands to secure endorsement and support of Health Care Professionals (HCP's).
- Managing large product portfolio across diversified geographies, while ensuring support towards Medical Reps and Detailers in achieving brand plans.
- Matching the growth requirements and introducing innovative detailing strategies while ensuring revenue targets are achieved as desired.
- Identifying and providing capacity building as per the requirement of the medical detailing team, mapping the capabilities of each detailer and developing a plan to increase skills.
- Defining territories and rendering oversight of territories of operation by the detailing team, supporting supervising and coaching the detailing team on an on-going basis.
- Planning and monitoring growth of sales on all company's IFT products, while securing and maintaining opportunities for business and product growth in the company.

Trade Marketing Manager
GSK CH, Dubai

May 2011 - Nov 2012

Job Specifications:

- Identified marketing options and developed a methodical and precise plan to achieve those ends.
- Maintaining a healthy relationship with clients.
- Actively participated in brand campaigns and formulated advertisement options.
- Collaborated with product managers and marketing team, to build marketing strategies.
- Constructively negotiated and finalized of business deals with clients.
- Laid down to the point and meticulous plan of fixing market opportunities, and availability of customers for specific areas.

Country Sales Manager
GSK CH, Kuwait

June 2010 – Apr 2011

Job Specifications:

- Planned sales and budgeting of retail outlets.
- Ensured payments from clients of GSK without any outstanding payments.
- Collaborated and built a joint plan with partners.
- Monthly estimations and forecasting on market updates.
- Allocated and supervised communications with clients of GSK.
- Developed medical plans for doctors and dentists.
- Supervised trade activities, implemented initiatives to build customer relations and closed major deals.
- Set and monitored targets of medical hospitals which used our products.
- Maintained and distributed stock levels within stipulated time frames.
- Implemented trade promotions and merchandising objectives
- Improved speculation accuracy with respect to Panadol, Sensodyne and Aquafresh.

Past Experiences

Country Sales Manager
GSK CH / UAE

May 2005 – May 2010

Major Job Duties: Creating & executing a territory business plan focused on generating sales; selling medical products to hospitals throughout the sales territory and targeting general practitioners, practice nurses and retail chemists.

Senior Medical Rep
GSK CH/ UAE(Dubai & Al Ain)

Mar 2004 – Apr 2005

Major Job Duties: Arranging appointments with doctors, pharmacists and hospital medical teams. Working with distributors to establish sales chains. Attending exhibitions when required.

Medical Rep
MSD (Cardiovascular), Egypt

Feb 1998- Feb 1999

Major Job Duties: Making presentations as well as providing product demonstrations and training. Building long term relationships and offering flexible solutions to clients.

Educational Qualifications

Master's in Business Administration (MBA) - Preston University-USA / UAE

Bachelors of Science (Pharmacy) – Tanta University / Egypt

Training

- Negotiation skills [GSK] - Nov 2006
- Customer planning training [GSK] - Mar 2007
- Shopper connection [GSK] - 2012
- P&L for non -finance [GSK] - 2014