

Area of Expert:

Sales & Forecasting management

People management

KOL management

Project management

Market segmentation and products positioning

Setting marketing objectives and goals

Setting marketing strategies, which can translate into understood applicable sales executive plans/programs

Providing the sales team with necessary technical expertise to enable them to sell the products

Establishing the right level of communication and Key performance indicators (KPIs) to control plans/programs execution

Reviewing products data to ensure that the field force is up to date with new developments regarding the company's or competitors' products.

Act as point of first reference for all products related enquiries and work collaboratively with colleagues in Medical and Regulatory dept. to address any issue that may arise.

Design marketing research projects.

Close liaison with the field force to assess the response to and suitability of current marketing strategy, program and promotional material and to ensure that promotional material is being used optimally as well as the marketing strategy is implemented effectively.

Assist with the development of annual marketing plan and for controlling advertising, promotion and sales aids in accordance with the annual marketing plan.

Prepare products forecast, and constantly monitoring inventory levels in the warehouse including liaison with production to ensure meet timelines (ADS).

Liaise with the advertising agency regarding marketing campaign.