

ADEL AI THEEB

Personal Information:

Birth Date: 13 June 1979.

Birth Place: Riyadh, Saudi Arabia.

Nationality: Jordanian, (from Saudi mother, which considered Saudi)

Marital Status: Married.

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Summary:

An energizer, passionate, enthusiastic, hard worker and team player, who are excited about new opportunity; with fourteen years solid experience in sales and one & half year experience in marketing at Pharmaceutical and Nutrition (FMCG) fields, which have enabled me to develop not only specific sales & marketing experience but also a valuable and transferable skill set, I am looking to secure a better position to satisfy my aspiration and develop my career.

Education Information:

- Post-Graduate Diploma in International Management - Health System Management, University of Liverpool, 2016.
- Bachelor Science degree in Pharmacy from Al Isra University, Amman-Jordan, July 2001.
- High school from Abi Tammam High School, Riyadh-Saudi Arabia, 1996.

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.

Work Experience Information:

- ❖ **Sales & Distribution Manager with expanded responsibility for e-Commerce Management & Marketing Management** **July 2018 up to date.**
Dr. Suliman Al Habib Medical Group, Middle East Pharmacies, Riyadh, Saudi Arabia
 - ✓ Marketing campaigns planning and execution thru all channels including digital media in line and coordination with HMG marketing strategy.
 - ✓ Visual marketing and advertisement.
 - ✓ Work with IT solutions provider/company to develop the ecommerce website and mobile app. for Dr. Suliman Al Habib Pharmacies (e-Pharmacy).
 - ✓ Manage the e-Pharmacy operations:
 - Back end/office management
 - Front end management
 - ✓ eCommerce marketing plan & strategy
 - ✓ Coordination, Motivation & Control

- ❖ **Sales & Distribution Manager with expanded responsibility for e-Commerce Management** **February 2018 up to June 2018.**
Dr. Suliman Al Habib Medical Group, Middle East Pharmacies, Riyadh, Saudi Arabia
 - ✓ Work with IT solutions provider/company to build the ecommerce website and mobile app. for Dr. Suliman Al Habib Pharmacies (e-Pharmacy).
 - ✓ Manage the e-Pharmacy operations
 - Back end/office management
 - Front end management
 - ✓ eCommerce marketing plan & strategy
 - ✓ Coordination, Motivation & Control

- ❖ **Sales & Distribution Manager** **January 2017 – January 2018.**
Dr. Suliman Al Habib Medical Group, Middle East Pharmacies, Riyadh, Saudi Arabia
 - ✓ Establish the sales and distribution department.
 - ✓ Initiate marketing plan & strategy
 - ✓ Forecast management (demand plan & ADS)
 - ✓ Coordination, Motivation & Control

❖ **Sales Manager, eastern region (Grad 15) September 2014 – May 2016.**
ABBOTT NUTRITION INTERNATIONAL, Dammam, Saudi Arabia

- ✓ Sales Management of \$20,447,103.70 for Nutrition Pediatric Division, 2015:
 - Monthly tracking
 - Control
- ✓ People Management of 11 personal (9 med. rep & 2 PNC):
 - Coordination
 - Motivation
 - Control
- ✓ Implementation of marketing strategy.
- ✓ Inventory stock control management.
- ✓ Forecast management.

❖ **Associate product manager (Grad 14) April 2013 – August 2014.**
ABBOTT NUTRITION INTERNATIONAL, Riyadh, Saudi Arabia

- ✓ Situation and market analysis to understand the market and identify its needs for better satisfaction of such needs.
- ✓ Setting the goals that will achieve division objectives.
- ✓ Marketing strategy to differentiate Similac among its competitors and achieve the division objectives and goals.
- ✓ Initiate programs such as local and international conferences, online CME hours, online education books (e.g. Red Book) & journals (e.g. Pediatrics) subscription, speaker tour, etc. that help in achieving the strategy.
- ✓ Financials, in which through the Agreed Demand Statement meeting we adjust the sales target forecast and budget forecast according to the current and real situation.
- ✓ Control the action plans and programs that aim to achieve the marketing strategy through close follow up with field force teams (promotion, trade and female advisors) and setting KPIs.
- ✓ Launch of new generation and new product.
- ✓ Training and development of the field force teams.
- ✓ Work ATL and BTL by using the aid of our approved marketing agency (Impact BBDO), in which we design the materials that will be used in customers (HCPs) communication.
- ✓ Field visits to all Saudi regions and areas to get the market insight, market feedback and support the field teams.

❖ **Key Account Executive (Grad 13) April 2011 - March 2013**
ABBOTT NUTRITION INTERNATIONAL, Eastern region, Saudi Arabia (Al Khobar city and Qatif city).

- ✓ Good representation of the company in key accounts.
- ✓ Creating demand on the assigned products.
- ✓ Maintain & increase our RTF share.
- ✓ Achieve sales target and market share.
- ✓ Face to face calls and visits to detail the assigned products for HCPs.
- ✓ Initiate group meetings to present the assigned products.
- ✓ Active participation in local and international conferences.
- ✓ Implement firm strategies.
- ✓ Implement new products launch.

❖ **Senior Medical Representative (Grad 12) April 2010 - March 2011**
ABBOTT NUTRITION INTERNATIONAL, Eastern region, Saudi Arabia (Al Khobar city, Qatif city, Safwa city and Ras Tanorah city)

- ✓ Good representation of the company in private sector, governmental (MOH) sector and third-party hospitals (National Guard hospital).
- ✓ Creating demand on the assigned products.
- ✓ Maintain & increase our RTF share.
- ✓ Achieve sales target and market share.
- ✓ Face to face calls and visits to detail the assigned products for HCPs.
- ✓ Initiate group meetings to present the assigned products.
- ✓ Active participation in local and international conferences.
- ✓ Implement firm strategies.
- ✓ Implement new products launch.

❖ **Medical Representative (Grad 11) April 2009 - March 2010.**
ABBOTT NUTRITION INTERNATIONAL, Eastern region, Saudi Arabia (Al Khobar city, Qatif city, Safwa city and Ras Tanorah city)

- ✓ Good representation of the company in private sector, governmental (MOH) sector and third-party hospitals (National Guard hospital).
- ✓ Creating demand on the assigned products.
- ✓ Maintain & increase our RTF share.
- ✓ Achieve sales target and market share.
- ✓ Face to face calls and visits to detail the assigned products for HCPs.
- ✓ Initiate group meetings to present the assigned products.
- ✓ Active participation in local and international conferences.
- ✓ Implement firm strategies.
- ✓ Implement new products launch.

❖ **Medical Representative (Grad 11) April 2008 - March 2009**
ABBOTT NUTRITION INTERNATIONAL, Eastern region, Saudi Arabia (Al Khobar city, Ibqiq city and Al AHSA district)

- ✓ Good representation of the company in private sector, governmental (MOH) sector and third-party hospitals (National Guard hospital).
- ✓ Creating demand on the assigned products.
- ✓ Maintain & increase our RTF share.
- ✓ Achieve sales target and market share.
- ✓ Face to face calls and visits to detail the assigned products for HCPs.
- ✓ Initiate group meetings to present the assigned products.
- ✓ Active participation in local and international conferences.
- ✓ Implement firm strategies.
- ✓ Implement new products launch.

❖ **Medical Representative (Grad 10) April 2006 - March 2008**
ABBOTT NUTRITION INTERNATIONAL, Eastern region, Saudi Arabia (Al Khobar city, Abqaiq city and Al AHSA district)

- ✓ Good representation of the company in private sector and governmental (MOH) sector.
- ✓ Creating demand on the assigned products.
- ✓ Maintain & increase our RTF share.
- ✓ Achieve sales target and market share.
- ✓ Face to face calls and visits to detail the assigned products for HCPs.
- ✓ Initiate group meetings to present the assigned products.
- ✓ Active participation in local and international conferences.
- ✓ Implement firm strategies.
- ✓ Implement new products launch.

❖ **Medical Representative February 2002 - February 2006**
Riyadh Pharma, Riyadh Saudi Arabia

- ✓ Good representation of the company in private sector.
- ✓ Creating demand on the assigned products.
- ✓ Achieve sales target.
- ✓ Face to face calls and visits to detail the assigned products for HCPs.
- ✓ Initiate group meetings to present the assigned products.
- ✓ Implement firm strategies.
- ✓ Implement new products launch.

Professional Qualities:

- Energetic, team worker and self-motivated member.
- Ability to understand situation and people to act promptly and professionally in deferent situations.
- Initiative behavior is an excellence in my professional and social life.
- Ability of quick and effective adaptation to changes in business environment.

Achievements:

- Year 2017 Achieve Expectation
- Year 2015 Achieve Expectation
- Year 2014 Achieve Expectation
- Year 2013:
 - World Prematurity Day 2013 contest Second place winner
 - Achieve Expectation
- Year 2012:
 - Two Star awards
 - Achieve Expectation
- Year 2011 Exceed Expectation
- Year 2010 Achieve Expectation
- Year 2009:
 - Best Achiever
 - GM Award
 - Achieve Expectation
- Year 2008 Achieve Expectation
- Year 2007 Achieve Expectation
- Year 2006 Achieve Expectation

Training Information

- Basic Selling Skills by Riyadh Pharma at Riyadh Pharma.
- Presentation Skills by Riyadh Pharma at Riyadh Pharma.
- Advance Selling Skills by SCOPE (professional training company) at Riyadh Pharma.
- Key Account Management Workshop by Scope at Riyadh Pharma.
- Professional Selling Skills Rx Overview by Abbott at Abbott Nutrition International.

- HIPO's (High Potential's) Program Wave # 1:

1. Objectives & Goal Setting.
2. Objectives Conflicts.
3. Core Competencies.
4. Work Plan.
5. Work Follow up.
6. Root Cause Analysis (RCA).

by Abbott at Abbott Nutrition International.

- HIPO's Program Wave # 2:

1. Managing Team (T.E.A.M. Style)
2. Conflict Management.
3. Plan/Do/Check/Act (PDCA)

by Abbott at Abbott Nutrition International.

- HIPO's Program Wave # 3:

1. Return on Investment (ROI).
2. S.W.A.T. Analysis.
3. Non-Verbal Body Language (Body Language Business).

by Abbott at Abbott Nutrition International.

- HIPO's Program Wave # 4:

- ✓ Essentials of Leadership Workshop (DDI, Development Dimensions International)

by Abbott at Abbott Nutrition International.

- Coaching training (DDI, Development Dimensions International) by Abbott at Abbott Nutrition International.
- Advanced Project Management Training for PMP exam by CMS.