

HESHAM ELGENDY

PRODUCT MANAGER

CONTACT

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- 📍 Nasr city , Cairo , Egypt.
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EDUCATION

MANSOURA UNIVERSITY
Bachelor of Clinical Pharmacy
(2009–2014)
GPA (3.1) Very Good

SKILLS

- ➔ Account management
- ➔ Strategic and social selling
- ➔ Proficient in using CRM software
- ➔ Academic Writing
- ➔ Business research
- ➔ Critical Thinking
- ➔ Project Management
- ➔ Proficient in using IQVIA

CERTIFICATION

CONTINUING PROFESSIONAL DEVELOPMENT

CPD certificated in Marketing Diploma
2022

ABOUT ME

As a medical Product Manager, I excel in bridging the gap between medical innovations and market needs, ensuring products not only meet clinical standards but also deliver value to healthcare professionals and patients, driving both market success and improved patient outcomes plus bringing strong background working with pharmaceutical products. Effective at facilitating communication and collaboration between stakeholders. Goal-oriented, proactive and dedicated to continuous development and optimization..

WORK EXPERIENCE

BALSAM HEALTH CARE BRAND MANAGER

(Dec. 2023 -present)

- specialties we deal with are (Intensive care doctor, dermatologist and Pediatrician)
- I have devised a comprehensive marketing plan strategy for 2024, aimed at optimizing market penetration and customer engagement. This strategy is grounded in data-driven insights and tailored to align with the evolving needs of the healthcare industry, ensuring our company stays ahead of competitive dynamics and maximizes revenue growth.
- I spearheaded the development of digital brochures and drop cards for medical representatives, complemented by the launch of a targeted e marketing campaign. Additionally, I designed and delivered comprehensive training programs, encompassing medical and product knowledge as well as selling skills, for both representatives and supervisors. This multifaceted approach not only enhanced our digital footprint but also significantly elevated the competency and performance of our sales force.

SPIMACO AL-DWAEA ASSOCIATE PRODUCT MANAGER

Aug.2021-Dec2023

- specialties we deal with (GIT,Chest,ENT,GYNA)
- Analyzed exigent problems and needs within my products (Peptazole,Cipromax,Ferosac,Ferose-f,Alfacef) to discern potential development targets. •Advised management on budget necessary for revenue forecasting and delivery projections.
- Participated in lifecycle management planning for new and existing products.
- Created product messaging, positioning and other material needed.

SPIMACO AL-DWAEA SENIOR MEDICAL REP.

Jan. 2020-Aug. 2021

- Cultivated relationships with physicians and healthcare providers to drive sales. Maintained sales quotas throughout territory.
- Expanded market share through strategic positioning of company products.
- Analyzed competitor data and market trends to identify referral source targets.
- Held group meetings to deliver presentations on products benefits and features

WORK EXPERIENCE

REFERENCES

Dr : Amir Diab

Head of marketing spimaco

01024620974

Dr : Mohamed Khairy

District Manager pharma-tech

01029004441

Dr: Naguib Kamal

Business unite manager STADA

01017620033

Dr:Mahmoud Ragab

Area Manager at AL-TARSHOUBY

01200495256

Dr: Mohamed Elshamy

G.M Balsam health care

00971527600047

PHARMA-TECH PRODUCT SPECIALIST

(Mar. 2018–Jan. 2020)

- Worked closely with cross-functional teams to manage and communicate product changes and life cycle stages.
- Insert my product to huge institutions (Egyptian Liver Association Mansoura University Hospitals, ALazhar Hospital Demiate branch).
- Increase patient number in Pharma-Tech patient supporting programme from about 30 patients to 2300 in two years.
- participate in launching new anti hepatitis B and helped in high market share of Zeeloras.

STADA ARZNEIMITTEL MEDICAL REPRESENTATIVE

Mar. 2016-Feb. 2018

- Used strong technical knowledge to understand product capabilities and limitations.
- Contacted new and existing customers to discuss how current products could meet their needs.

AL-TARSHOUBY PHARMACIES PHARMACIST

(Jul. 2014-Mar. 2016)

- Verified filled prescriptions for accuracy using quality assurance policies and procedures Taught individuals how to correctly use and store different medications for optimal shelf life and safety.
- Assisted customers with non-prescription needs by helping locate OTC medications, vitamins and supplies for first aid care.
- Educated customers about potential risks and contraindications of prescribed medications.