

NAEEM HUSSAIN

Curriculum Vitae



AREA SALES MANAGER

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NAEEM HUSSAIN

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MID CAREER PROFILE

MS MARKETING (UNIVERSITY OF WALES, UK)

MBA MARKETING (UNIVERSITY OF PESHAWAR, PAK)

BSC BIOLOGY (UNIVERSITY OF PESHAWAR, PAK)

Snapshot: Dynamic, results-oriented and qualified individual having seven years of work experience at three leading pharmaceutical companies I.e. **Brookes pharmaceutical & Laboratories Pakistan**, as Area Sales Manager, **Novartis Pharma Pakistan**, as product Specialist and **Lek Pharma Pakistan** as Medical representative. Conducting sales based **product presentations, medical event management**, focused target marketing to generate sales, **tender preparation & participations**. One to one disease product related detailing. Strong command over **Cardiology, Neurology, Psychiatry, Gastroenterology, Nephrology and Derma** products. Experienced in conducting **conferences, CMEs**, and **stand-alone events** for healthcare professionals. Expert in data analysis of product market share data from **IMS**.

Offering the following core skills:



Currently working as Area Sales Manager at Brookes Pharmaceutical laboratories, Pakistan

PROFESSIONAL SYNOPSIS

- Dynamic, energetic and highly motivated team player with a rich 10 years' experience of multiple types of pharmaceutical markets from General medicines to highly specialised cardiovascular & metabolism.
- Proven ability to focus target audience with accurate market analysis, accelerate business growth, effective event planning and explore new areas to develop business base.
- Excellent experience of presenting pharmaceutical product presentations for Hypertension, Myocardial infarction, Angina, Epilepsy, Fungal skin/nail infections, anti depressant and cholesterol-lowering products.
- **Won highest achievement awards (2008 & 2010), highest sales achievement (2008, 2010, 2011)**
- Trained and well equipped with world class selling courses like Excelling in selling (EIS), World sales field excellence (WSFE), Patient focus selling and **Novartis** customers' sales model (NCSM).

PROFESSIONAL EXPERIENCE

Brookes Pharmaceutical Laboratories, Pakistan
Area Sales Manager (Jun- 2015)

NOVARTIS PHARMA PAKISTAN (Jan 2008 - Feb 2012)
Product specialist

LEK PHARMA PAKISTAN (Feb27 2004- Dec15 2005)
Medical representative

Growth Path

Feb 2004 - Dec 2005: Medical representative for General medicines and antipyretics.

December 2005-2007: MBA Marketing from IMS University of Peshawar.
Jan 2008 - Feb 2012: Product Specialist for Cardiovascular and cholesterol-lowering drugs.
Mar 2012- May 2015: Traveled to UK and got MS Marketing degree.
Jun 2015 – till date: Area Sales Manager for Cardiovascular and Hypertension.

DOMAIN SKILLS

- ♦ Conduct Product presentations with the help of FDA approved company provided scientific data.
- ♦ Engaging customers with the help of communication skills and product knowledge.
- ♦ Scientific event management and accurate budget analysis.
- ♦ Explore new markets to increase business base.
- ♦ Arrangement of video teleconferences at multi-centre.

NOTEWORTHY ACHIEVEMENTS

- ♦ Scientific one to one product detailing contest winner: 2009, 2010, 2011 (at Novartis).
- ♦ Regional star award (quarterly sales analysis) 2008 (all quarters), 2009 (qtr2), 2010 (all quarters) 2011 (qtr3,4)
- ♦ Zonal Star award (annual sales achievements) 2008, 2010,2011
- ♦ Highest sales target achiever throughout the country for Rasilez, 2010.
- ♦ Highest score earned at Novartis academy's annual quiz 2009, 2010, 2011.

ACADEMICS

Masters of Science (Major: Marketing, minor: Consumer behavior & Research, Global Brand Management, Strategic Marketing Management, Integrated Marketing communication, Project Management, Digital Marketing) | University of Wales, United Kingdom | 2014

Masters of Business Administration (MBA Marketing) / IMS, University of Peshawar, Pakistan / 2005-2007.

Bachelors of Science (Major: Biology, minor: Microbiology, Chemistry, anatomy and physiology) | University of Peshawar, Pakistan | 2003.

IT/TECHNICAL SKILLS

- ♦ Proficient in windows and all components of Microsoft Office.
- ♦ UK international valid driving license 2014-2049 (DSA UK).

PERSONAL DOSSIER

- ♦ **Date of Birth** : 16 August 1979
- ♦ **Languages Known** : English and Urdu
- ♦ **Religion** : Islam
- ♦ **Nationality** : Pakistani

~ References Available upon Request ~