

Name: **M. Zakria Iqbal**

Contact: 03212558037, zakria_71@hotmail.com



CURRICULUM VITAE

Objective

To improve successful sales management professional career with excellent sales achievements and customer development in growing organization. Contribute toward the growth and development of an organization that provide learning, computing and human welfare opportunity as career growth.

My emphasis will be on team work, healthy competitive environment, quality management Services, high standard interpersonal values, Excellent KOLs care and target oriented efforts.

Sales Management Experience

MEDIFLOW Pharmaceutical Pakistan.

2015 till to date.

National Sales Manager

Responsible for Sales & Marketing operation of company with team of 28 professionals.

Major role as NSM is

1. Established Sales team of 28 professionals 8 Area Managers with 20 MIOs all over Pakistan for Institutions & hospital coverage in August 2015. Now total team is 2 ASM with 6 MIOs based at Karachi, 1 ASM and 2MIO based at Hyderabad, 1ASM and 2 MIOs based at Sukkar, 1 ASM based at Multan with 4 MIOs, 2 ASM based at Lahore with 4 MIOs & 1ASM based at Peshawar with 2 MIOs.
2. I have Launched Large volume parental (LVP I.V Drips) of Mediflow in July 2015 and establish distribution network all over Pakistan, Now operation is carrying 20 distributors in all major areas with 8 Institutional distributors for tender business as well.
Complete promotional inputs and support designed and establish. SOPs set for sales operations with KPIs to assess and effective control.
3. All major Key accounts like AKUH, LNH, INDUS, DOW, TABBA, TKC, SIUT, NMC, MMI, OMI, PMC, CMC, GMMC, SZH, BVH etc are approached for induction of LVPs in internal formularies.
4. Successful business of Rs.120 Million in first launching year got and induction of range done in 75 prestigious institutes.
5. 12 Marketing events with 30 promotional activities like Nurses Day celebrations done in last 2 years, participated in all major hospital conferences and events. Company corporate stalls and booths were set to enhance corporate image.

FDL Frontier Dextrose Limited.

2012- 2015

Sr. Sales Manager (South)

. Worked as Sr.Sales Manager South, managed team of 24 MIOs with 4 ASMs and achieved business of 1 Million LVP I.V infusions bottles business/month from assigned areas of South Region.

1. Major Responsibilities were to develop effective, efficient, loyal team of sales professionals to introduce Polypropylene I.V infusions in South region.
2. Developed proper distribution network in all areas of South for prompt supplies of products.
Established distribution network in Karachi, Hyderabad, Thattha, MirpurKhas, Badin, Umerkot, Mithi, Shahdadpur, Sangher, NawabShah, Dadu, Larkana, Sukkar, Kandkot and Quetta.
3. Ensured coverage of all major government hospitals, teaching institutes, University hospitals, private hospitals, Medical centers and welfare organization hospitals, Win and achieved all major tenders, rate contracts, LP business.
4. Ensured business of Key customers of I.V infusions like SIUT, AKUH, LNH, SMC, PMC, LMC, CMH, MMI, South city, JPMC, NICH, NICVD, KIHD, ASH, Al-Khidmat, Al-Mustafa, Indus, Chiniot, and all 140 private medical centers of South.



PACIFIC Pharmaceuticals Ltd.

2009- 2011

Sales Manager (South)

- . Worked as Sales Manager South (Sindh) for special group and covered all major teaching institutions, hospitals, medical centers and leading Family Physicians for ATT, Levosulpride, Sucralfate, and Moxifloxacin business.
- . Covered all leading institutes for LPs, Tender business, Rate contract.
- . Achieved highest business and productivity in year 2008-2009.

TAGMA Pharma (PVT) LTD

2005--- 2009

Sales Manager (South)

- Launch and establish new product range Levofloxacin, Sparfloxacin, Sibutramine, Esomeprazole, Rebeprazole, Tenoxicam and Fluconazole. With new team in whole South. Establish proper distribution network in Karachi, Hyderabad, Nawabshah, Tharparker, MirpurKhas, Sukkur, Larkana, RahimyarKhan, and Quetta. Achieved highest sales in Physicians, Gynecology, Family Physicians and GPs segments.
- Created a database, Sales Plan based on area potential, Product Positioning and evaluation Products unit wise analysis.
- Managed hiring, training, coaching and motivating team of 21 members.
- Set SOPs for effective implementation of set plans and strategies.

CCL Pharmaceuticals (PVT)LTD

2000--2005

Field Manager (promoted) as Regional Sales Manager

- Joined as Field Manager Hyderabad, Cultivated undeveloped territories generated new business avenues. Considering outstanding performance and team development, promoted as Regional Sales Manager South.
- Launched & establish Montelukast, Celecoxib, Cephadrine, Cefotaxime, Omeprazole & Cough syrups.
- Organize LSPs, MGMs, and provide quality services to customers. Establish KOLs in Physicians, Gynecology and GPs in South.

B.BRAUN (PVT) LTD GERMANY.

1996-2000

Field Manager (SINDH)

- Managed assigned new territory of Sindh regions as Medical Promotion Officer.
- Develop Institutional business, trade and tender business of Pharma and Surgical products.
- Worked in ICUs, CCUs, Neuro, Surgical, Medical units for Pharma I.V & TPN therapy business
- Managed and Increased business and achieved YTD and Promoted as Field Manager within 1year.

Market Served

- ❖ **LVP I.V INFUSIONS (DRIPS)** Launched and establish trade and retail business of LVP & SVP I.V Infusion.
- ❖ **Institutional Business** Covered all leading institutes for LPs, Tenders and Rate contracts.
- ❖ **Respiratory Care Products** Launched 4 Drug Anti T.B range, Montelukast and Cough syrups range
- ❖ **Antibiotics Business** Launched and establish Levofloxacin, Sparfloxacin, Cephadrine & Cefotaxime
- ❖ **Gynecological Products** Launched SibutramineHCL, Fluconazole, Celecoxib and Esomeprazole.
- ❖ **Anesthesia Products** Worked in ICUs, CCUs, Neuro, Surgical, Medical units for PVR, I.V Infusions & TPN therapy business



Academic Details

- **M.SC (PSYCHOLOGY)** University of the Punjab LAHORE

Technical Skills

- Microsoft Word / Excel / PowerPoint (Presentation Making)
- Microsoft Internet Surfing
- Adobe Series

Principle Responsibilities

CONSOLIDATION AND DEVELOPMENT OF BUSSINESS

- Geographic coverage expansion of potential areas. (Addition of new distributors & Dealers)
- Explore new markets and outlets in trade, institutions & medical centers.
- Focus on range selling by promotion team and Distributor sales staff by giving them separate volume targets for each product unit and value.

TEAM MANAGEMENT

- Selection, hiring, training, coaching and motivate team members and provide them necessary support to achieve set objectives.
- Guide team for proper positioning and segment of products. Enhance product knowledge and improve detailing skills.
- Develop skills of Sales monitoring, Area potential exploration, individual performance evaluation, Proper Feedback and situation handling.

SALES FORECAST

- To prepare the sales targets in the respective areas for various periods.
- Improve sales forecast by ensuring proper stocks at distributors by ensuring market coverage, focusing on units and value.

INTRODUCTION AND LAUNCHING OF NEW PRODUCT

- Excellent experience of Introduction and Launching of new products in market with complete strategic planning, Area networking, Proper Positioning and New team building.

Personal Data

Father Name	M Iqbal (Late)
Material Status	Married & Have 3 Girl Children (All School going)
DOB	August-1971
Address	A-235 -Block 1, Ghulshan Iqbal, KARACHI.
Cell #	0321-2558037, 03003454658.
Email:	zakria75@gmail.com
	https://www.linkedin.com/in/muhammad-zakria-iqbal-22000228/