



Syed Muhammad Zafar

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DOB. 12th Nov.1964

99, Jasmine Block, Park View Villas,
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A highly motivated Pharma Sales Person with 23 years' of experience at leading pharmaceutical company Merck Serono Pakistan.

OBJECTIVE:

Want to get Excellence in the profession of Sales & Marketing

CURRENTLY EMPLOYED

Regional Sales Manager
FS Continental Pharma Lahore
Feb-2015 till date

EXPERIENCE:

Job Title: Regional Manager
Merck Serono: 2008- Jan-2015 Lahore & Sheikhpura.

Regional Manager BU- Gynae & Fertility.

- Responsible for the sales development of # 1 brand of Pakistan “Sangobion”
- Got best Regional Manager Award in 2010
- Got best sales performance Award Sangobion in 2011

➤ 2002-2007 Merck Serono Lahore, Gujranwala & Sialkot

Regional Manager BU Cardio Metabolic Care & Oncology.

- Increased sales from 9.7 Mio to 16 Mio in Gujranwala Territory from 2002 to 2006
- Got Best Sales Performance Award Glucophage in 2003
- Got best Regional Manager Award in 2006

➤ 1995-2002 Merck Serono Lahore, Gujranwala & Sialkot

Regional Manager.

- Promoted as Regional Manager in 1995 and given the task of new team with 5 Sales Promotion Officers.
- Got best Regional Manager Award in 2000

➤ 1990-1995 Merck Serono Lahore

Scientific Promotion Officer.

- Promoted Pakistan Leading Brand Neurobion and increased Sales by 21% every year.
- Got best SPO and Best Detaining Award in 1994.

EDUCATION:

■ MBA Executive	(Marketing) Punjab University, Lahore.
■ 1982-1984	B.Sc (Pre-Medical) Punjab University, Lahore.
■ 1979-1982	F.Sc (Pre-Medical) Lahore Board, Lahore.
■ 1979	Matric (Science Subjects) Lahore Board, Lahore

SKILLS:

Technical Skills.

- Microsoft Office
- Adobe
- Internet
- Event Management (Arranged product presentations on monthly basis from 2005 to 2012 to develop liaison with leading doctors)

Personality Attributes.

- Self Motivated
- Team Player
- Problem Solver
- Change & Innovation
- Goal setting skills

Sales & Marketing Courses Attended.

S.No	Topic	Year
1	Interview Skill Workshop	2014
2	Preventing Harassment	2013
3	Conflict of Interest	2012
4	Communication With Impact	2012
5	UPACA II	2011
6	UPACA Part I	2010
7	Communication With Impact	2009
8	Train The Trainers Phase II	2007
9	Train The Trainers Phase I	2006
10	CCRS Training	2005
11	Growing Business & Interview Skills	2005
12	Visible Leadership	2004
13	Communication Skills	2004
14	Team Work Skills Workshop	2004
15	Leadership Skills	2003
16	Decision Making & Problem Solving Skills	2003
17	Coaching & Counselling Skills	2003
18	Becoming a Good Manager	2002
19	Interview & Selection Skills	2002
20	Effective Communication Skills	2000
21	Computer Training	1998
22	Train The Trainers	1998
23	Field Sales Management	1995

Product Related Trainings.

S.No	Topic	Year
1	Antibiotics	2011
2	Sangobion Refresher	2009
3	Polybion Z Launch	2008
4	Exigentia Launch	2008
5	Azolam Relaunch	2007
6	Glucovance Launch	2005
7	CIBIS III Training	2005

8	DAT Refresher	2004
9	Concor Refresher	2004
10	Teril Refresher	2004
11	Concor 2.5 mg Launch	2002
12	Lodopin Launch	2002
13	Glucophage 1 G Launch	2000
14	Multibionta Launch	2000
15	PCAM Launch	1998
16	Depex Launch	1998
17	Laxoberon Launch	1997
18	Optifam Launch	1996
19	Teril Launch	1996
20	Glucophage Training	1994
21	Concor Training	1993
22	Initial Training program	1991

REFERENCES:

References can be furnished on demand