



## Mr. Mustafa Riaz.

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0322-831-2238.

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### OBJECTIVE:

*To excel in Pharmaceutical, Sales & Marketing career, acquiring greater responsibility, through Continuous Capability Enhancement*

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### Professional Summary

Performance-driven, sales, and marketing professional with **18 years of continuous** advancement and expertise in **Marketing & Sales management, Team management, Customer facing, Business unit planning** along with history of developing brand strategies to launch, re-position, and retain brands and experience in sales management. Was part of different emphatic multinational companies got exposure and learned to perform under variety of organizational cultures and management styles. Understanding of cultural differences due to extensive international traveling and close working with regional offices. Seeking challenges for professional development and looking for opportunities to prove myself. Proven track record of establishing growth and gaining market share of high value products.

Have experience of both specialty and general Pharma segments in Pakistan. Worked on **Cardiology, Diabetes, Respiratory, Psychiatry, Dermatology, Gastroenterology, & General medicines** segments in different capacities. Currently leading a team of 86 peoples of Sales and Marketing as Business Unit Head.

## **SHAIGAN Pharma Pakistan**

### **Business Unit Head**

**(Jan-2016-Present).**

**Currently leading a Team of 86 people,2 Product Managers/3 Sales Managers/16 Area Sales Manager/65TMs.**

*Being Unit Head I am responsible for Business Planning of my Portfolio and explore & develop New Business Strategies for Ortho/Gastro/Medicine/ Cardiology Segment for growth and profitability.*

*I am also responsible for Team Hiring, Selection, not for own unit ,but other groups inside the Company. In 1 year I selected quality people in Sales & Marketing department of SHAIGAN Pakistan from different MNCs/ NCs. Development and implementation of business plans in line with agreed strategy and Ensure all plans according to Regional /Global guidelines.*

*Close interaction distribution (forecast & market access) feedback & performance update in National Forums. Business potential evaluation in the targeted market segments for key strategic portfolio. Business planning ensuring timely effective new products launches, post launch reviews with implementation and tracking of ongoing activities. Explore & develop new business opportunities to maximize growth and profitability.*

*In 2016 first time in the History of Shaigan started Bottom Up Excercise-2017 by involving all stake holders for Budget Planning.*

*I have established a culture of accountability at all levels, team retention, selection of quality Representatives. In my Unit I started Performance Appraisal*

*Culture by measuring KPIs of individuals who are working in different capacities*

*Mainly on Qualitative & Quantitative Parameters.*

## **NOVARTIS PHARMA PAKISTAN Ltd.**

**Lahore.**

**Sales Manager Cardio Metabolic& Respiratory .**

*June12-November-2015.*

*I was leading the Team of 80people (8 Zonal Sales Manager,2 Key Account Manager,70 Representatives. Group Size 600Mio.*

***Brands – GALVUS DPP4-DIOVAN-CODIOVAN-EXFORGE-EXFORGEHCT-ONBREZ-***

### **Responsibilities:**

*To ensure achievement of Region North Target (Central Punjab, Sahiwal, Lahore, Gujranwala, Faisalabad, Sargodha, Rawalpindi, Islamabad, KPK, Kashmir) within the given resources by implementing agreed marketing plans and to lead, motivate and develop a high performing team of Novartis CMR.*

## **MAJOR ACCOUNTABILITIES**

### **Customer/Market Acumen**

*Assess sales potential of territories and allocate targets to every med rep.  
Bottom Up Exercise Regional/Zonal/Territory/Brick level.*

### **Strategy, Planning, & Implementation**

*Monitor, record, and communicate field force productivity on QTQ parameters,  
Plan and organize weekly/monthly and quarterly sales meetings to review sales  
Strategies and design future action Plan and direct med reps for organizing  
Medical marketing meetings, symposia, and speaker development programs,*

### **Selling & Influencing**

*Improve patient and health outcomes by ensuring that products are prescribed  
in indicated disease areas, Coordinate with distributor to ensure availability of  
products with chemists,*

### **Building Talent Pipeline**

*Make joint visits with med reps to monitor his/her performance and to coach*

*And counsel on required right behaviors. Hire suitable candidates, proactively to*

### **Pharmacovigilance /Compliance**

*Fulfill the Pharmacovigilance requirements; Be familiar with safety profile of the drug(s) responsible for.*

*Fulfill all Risk Management Plan (RMP) commitments*

*Follow guidelines of ethical marketing practices envisaged in NP4 .*

### **Skills Used**

*Sets Clear direction, Energizes the team, builds the talent pipeline, Superior result/Passion to win Continues improvement/Breakthrough thinking/Analytical thinking.*

*Key Account Management, Sales Training, Marketing/Brand Strategy development.*

*Market Access, Pre & Post Launch, Customer Relationship focused.*

### **Zonal Sales Manager &KAM- Islamabad**

Cardio Metabolic Division

September-2006- May-2012.

***(Base station Islamabad, FF of 11-Reps, 6 base at Islamabad/2 Peshawar/3 at Faisalabad.)***

- ❖ *Assess sales potential of bricks, allocates targets accordingly.*
- ❖ *Monitor record and Communicate field force productivity on QtQ parameters.*
- ❖ *Plan and direct FF to plan/organize/medical meetings/clinical events/group discussions.*
- ❖ *Make joint visits with Med reps/Coaching & monitoring.*
- ❖ *Coordinate with distributor/KAM/Marketing & other departments.*
- ❖ *Hire suitable candidates, proactively to keep vacancy period to minimum.*
- ❖ *Ensure timely BTC of new hires.*
- ❖ *Be familiar with safety profile of drug.*

### **Product Manager Karachi**

Oct-2005-August-2006

To develop and propagate marketing & business plans by analyzing market data and competitive Situations to ***Achieve long and short term goals of assigned products.***

### **MAJOR ACCOUNTABILITIES**

- ❖ To develop and design innovative promotional campaigns and ensure all business

activities comply with relevant, acts, legal demands and ethical standards.

- ❖ Establish and sustain the products' competitive edge. Analyze market and sales trends to gauge their effectiveness and optimize regional/national resource allocation.
- ❖ Formulate strategic, marketing and tactical plans for on-going and future product launches and ensure their implementation to achieve sales, profitability and market share targets.
- ❖ Key account management by monthly visits to evaluate effectiveness of process, campaigns and to build rapport.
- ❖ Active participation in lectures, seminars, symposia, etc. to enhance product and organization image.
- ❖ Liaise and co-ordinate with various internal support function and external agencies to ensure appropriate inventory management.
- ❖ Provide marketing and competitive knowledge on products to the field Force.
- ❖ Answer all queries of internal/external customers as a product champion

### **Skills Used**

- *Product/Therapy Knowledge*
- *Marketing Data Analysis/Research*
- *Advertising Promotions*
- *Budgeting/Forecasting*
- *Marketing Planning Skills Used*
- *Product/Therapy Knowledge*
- *Marketing Data Analysis/Research*
- *Advertising Promotions*
- *Budgeting/Forecasting*
- *Marketing Planning*
- *Competition Knowledge*
- *Opinion Leader Development*
- *Innovation*
- *Collaboration*
- *Leadership*
- *Customer Focus*
- *Result Focus*
- *Change Orientations*
- *Communication*
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### ❖ **Field Officer-Speciality**

Cardio/Derma/Gastro  
March-2001

### ❖ **ABBOTT LABORATORIES PAKISTAN LTD**

Territory Manager  
August-1999

## **International Meetings and Congresses**

### **Participation with HCPs.**

- |                                          |                   |
|------------------------------------------|-------------------|
| • European Society of Hypertension-2015  | ITALY.            |
| • American Thoracic Society-2015         | USA.              |
| • European Society of Cardiology-2014.   | SPAIN.            |
| • International Diabetes Federation-2013 | MELBOURNE.        |
| • E.S.H 2013.                            | MILAN.            |
| • I.S.H 2012.                            | SYDNEY.           |
| • E.S.C. 2011                            | FRANCE.           |
| • E.A.S.D 2010                           | SWEDEN.           |
| • Malaysia 2008                          | CVM Expert Forum. |
| • U.A.E 2012                             | Onbrez launched.  |
| • U.A.E. 2009                            | CVM Expert Forum. |
| • Phillipines2009                        | FLM Asia Cluster  |
| Training.                                |                   |
| • Train the Trainer                      | UAE               |

## **Novartis Internal External Training Programs.**

- *Roll out FLM Team Development in North.*
- *Roll out FLM business Development in North.*
- *Roll out NCSM in North.*
- *Training & Workshop's for FF Region North.*
- *Arrow training for FF National during BTC.*
- *Attended International Training 2009.*

## **Career Achievements**

- ✓ Won Global I.S.E Award 2005- Switzerland.
- ✓ Declared Best ***Sales Manager*** CMR-2014
- ✓ Declared Best ***Sales Manager*** CMR-2013.
- ✓ Declared Best ZSM National 2011.
- ✓ Declared Best ZSM CVM line-2/3-2010.
- ✓ Declared Best ZSM CVM line2/1-2008.
- ✓ Declared Best ZSM CVM line-2007.
- ✓ Selected as a “**Product Manager**” among FF National **Competition** of Gen.Med-2005.
- ✓ Won National Award 2005/2002/2001- among FF of 250reps.
- ✓ Won detailing champion 2004/2002/2003.(National level).
- ✓ Man of Year award CVM FF 2005/2002/2001.

## **PRODUCT LAUNCHED**

- ✓ Part of the team successfully launched **Onbrez**.2012.
- ✓ Part of the team successfully launched **Galvus**.2010.
- ✓ Part of the team successfully launched **Rasilez**.2009.
- ✓ Part of the team successfully launched **ExforgeHCT**.2010.
- ✓ Part of the team successfully launched **Exforge**.2008.
- ✓ Part of th team successful Launched **Famvir**.2003.
- ✓ Part of the team success fully Launched **Zelmac**.2004.

- ✓ Part of Team successfully Launched **Lescol XL**.2004.

## **Specialties: Marketing & Sales**

- *Identification & business potential evaluation*
- *Business Planning*
- *Explore & develop new business for growth and profitability.*
- *Team selection & development tackling management issues motivating and driving team.*
- *Close interaction distribution (forecast & market access) Driving & delivering Organizational business objectives*
- *Development and implementation of business plans in line with agreed strategy & budgets*
- *Ensuring strategic alignment with global / regional guidelines*
- *Regular feedback & performance update in National Forums.*
- *Business potential evaluation in the targeted market segments for Novartis key strategic portfolio.*
- *Business planning ensuring timely effective new products launches, post launch reviews with implementation and tracking of ongoing activities.*
- *Explore & develop new business opportunities to maximize growth and profitability*

## **Educational Background.**

EMBA-MUL University Lahore.(study freeze). 2014.

M.Sc. Psychology (U.O.P) 1998

### **Address.**

Permanent: **Usman Ghani Street Suleman Town Taxila .**

Present **I-8/2 Islamabad**

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DoB 1.07.1974.



**Sports:**

**National Boxer**

**Ranked-2 -in Punjab -1990-91.**

**Athletics**

**Best Sports Player, Punjab School**

**Games,1992/1991.**

**Favorite Quotes.**

*Time is Money.*

*Impossible is nothing.*

**References.**

Will be furnished on request