

Rehan Ahmed Khan

B-Pharmacy (K.U), MPA (KU), MBA (CBM)

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Professional Qualification

Masters in Business Administration (MBA)	CBM	PAKISTAN	2010
Masters in Public Administration (MPA)	Karachi University	PAKISTAN	2007
Bachelors in Pharmacy (B-PHARM)	Karachi University	PAKISTAN	2004

Professional Experience

FarmilaOptx

(August 2012 – till date)

Product Manager (Marketing Department)

PRODUCTS: Eye Drop: Flourobioptol, Serene, Antibioptol, Ischmol, Metadex, Belapharite, Yax, Latim, Aqua Tear, & I-Tab.

Unilever Pakistan (Associated with Prohealth) (July 2009 – July 2012)

Project & Product Manager (Marketing Service Department)

PRODUCTS: Blue Band, Rafhan Oil & Flora

Key Deliverables:

- Running two projects of marketing, in medical segment of Karachi, Lahore & Faisalabad.
- For successful completion manage three teams' work & Cover 20,000 patients and 38,000 doctors calls for marketing.
- Arrange 700 lectures in OPD Patients regarding "Diet Awareness".
- Direct and manage project development from beginning to end.
- Define project scope, goals and deliverables that support business goals in collaboration with senior management and stakeholders.
- Develop full-scale project plans and associated communications documents..
- Liaise with project stakeholders on an ongoing basis.
- Draft and submit budget proposals, and recommend subsequent budget changes where necessary.
- Delegate tasks and responsibilities to appropriate personnel.
- Identify and resolve issues and conflicts within the project team.
- Plan and schedule project timelines and milestones using appropriate tools.
- Develop and deliver progress reports, proposals, requirements documentation, and

presentations.

- Determine the frequency and content of status reports from the project team,

GlaxoSmithKline
Medical Service Executive

(October'04 to June'06)
(Sales & Marketing Department)

Product: Seretide, Flixonase, Ventide, & Ventoline

Key Deliverables:

To achieve the sales targets set by the company. Undertakes prospecting procedures to identify potential medical wellness clients. Maintains existing client portfolio and develops new accounts especially new clinics and hospitals. Prepares sales reports regularly. Updates personal product knowledge through research and study of manuals. Reporting to the Sales Manager, about coverage and develop a defined sales territory in order to achieve and exceed the company's set targets.. Taking the responsibility of feeding back the necessary information and maintain the integrity of the data base.

Rexon Pharma Pvt Ltd
Field & Product Manager

(September '07 to June '09)
(Sales & Marketing Department)

Product: Sparfloxacin, Ceftazidime, Itopride, Esomeprazole, & Dichlofinic sodium

Key Deliverables:

Manage the development of Marketing strategy & objectives for the assigned brand. To implement the Marketing activities according to plans in order to maximize brand share & long term profitability.. Organizing and supervising sales staff to ensure they meet all sales targets, and that they carry out their responsibilities to the required standards. Monitoring and controlling the sales budget to ensure that all sales targets are met accordingly. Submitting needed regular sales reports to line management and Head Office Commercial Department staff as required.

Professional Competency

Formatting skills of all types of business documents like Business Letters, Reports, Assignment Thesis, Project reports, Proposals etc. Proficient in Microsoft Word, Excel, Access and PowerPoint. Other interests include Graphic designing, knowing Adobe Photoshop, Premier, and Coral Draw.

Reference: Would be furnished up on request.