

Syed Muhammad Kumale



Scholastics

Qualification	Year	Institution	Grade /CGPA
MBA (Marketing)	In Progress	Iqra University	3.2
Pharm-D	2009	Faculty of Pharmacy University of Karachi	3.2
HSC	2004	Adamjee Govt. Science College	A+ (80.54%)
SSC	2002	Chiniot Islamia Public School	A+ (84.58%)

Currently Working

Since Jul, 2014

As a **Senior Product Manager** in Marketing Department (Pediatrics, Cardiology, General segments), PharmaFive Pvt. Ltd.

Past

Jul, 2013 – Jun, 2014

As a **Product Manager** in Marketing Department (Pediatrics and General Segment), PharmaFive Pvt. Ltd.

Mar, 2012 - Jun, 2013

As an **Assistant Product Manager** in Marketing Department (General Segment), PharmaFive Pvt. Ltd.

Jul, 2011 – Feb, 2012

As a **Product Executive** in Marketing Department (Orthopedic, Gynecology segments), Efroze Chemical Industries.

Feb, 2010 – Jun, 2011

As a **New Product Development Officer** in NPD Department, Efroze Chemical Industries.

Personal

Father's Name:
Syed Ali Irtiza

Date of Birth:
August 17th, 1986

Address:
13 A, Block 8, Azizabad,
F.B. Area, Karachi

CNIC:
42000-0861827-5

Phone No.:
0346-2764994

Email Address:
m.kumale@gmail.com



Working Experiences

- Preparing Marketing Plan for new and existing products for the fiscal year.
 - Market Analysis for new and existing products and assessing competitors.
 - Organizing Product Launch and Training of new products for Sales force.
 - Preparing Launch material and promotional support for new products.
 - Forecasting for existing product and annual budgeting for Promotional support.
 - Requesting Quarterly Physicians' Samples for designated portfolio from Supply chain department.
 - Allocating Monthly Physicians' Sample and Promotional material to Sales force.
 - Planning and Designing Promotional material and giveaways to be distributed among Priority customers.
 - Organizing Quarterly Product refreshers for Sales Force and assess product knowledge.
 - Preparing and designing Annual Product Detailing Aid for Sales Force.
 - Planning and executing biannual corporate image building activities.
 - Planning and Organizing Round Table Discussion (RTDs) and Ward Presentations for focused products in respective segments.
 - Facilitating CMEs, Symposiums, Seminars organized by Associations and Institutions in respective segments.
 - Organizing Family Events and get together for Priority customers at prime venues.
 - Maintaining customers' data from relevant segments.
 - Maintaining liaison with Key customers of the company.
 - Assessing Monthly territory and product-wise Sales for Trend Analysis.
 - Keeping liaison with vendors and suppliers.
 - Engaging office employees in corporate activities like Office Etiquettes and Good Reads.
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Hobbies and Interest

- Reading
 - Sketching & Painting
 - Internet Browsing
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Skills

- Proficient in Microsoft Word, Microsoft Excel and Microsoft PowerPoint.
 - Good Interpersonal and Communication Skills.
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