



Muhammad Akram

Personal Summary

I'm looking for an opportunity to take a step up in my career and lead a team to new levels of success. I enjoy the challenge of breaking new ground in business and I thrive on enabling my team to surpass sales targets. I am eager to use my experience and skills to build strong customer relationships for my employer's brands and to progress within the business.

Personal Details

<i>Date of Birth</i>	12-10-1976
<i>Nationality</i>	Pakistani
<i>Mobile</i>	0321-2300-111
<i>EMAIL</i>	akram.liv@hotmail.com
<i>Marital Status</i>	Married
<i>Home Address</i>	Flat # C-9 Haroon Heights, Sector 11-K, North Karachi
<i>City</i>	Karachi

Educational Background & Qualification

- **Bachelor of Commerce - Year 1998**
University of Karachi
- **Intermediate Commerce - Year 1996**
Board of Intermediate Karachi

- **Matriculation Science - Year 1993**
Board of Secondary Education Karachi

Computer literacy

- Well acquainted with Microsoft (Word, Excel, Power point, Adobe, Photoshop) and Internet.

Professional Certification

- **Basics in Field Management**
Centre for Business Skills - Karachi
- **Relationship Building in Selling**
SZABIST - Karachi
- **Business Communication**
IBA – Karachi
- **Marketing Management**
IBA – Karachi
- **Building Brand Management**
Marriott – Karachi
- **Grid Module**
Ramada- Karachi
- **MBTI “Personality Type”**
Ramada- Karachi

Professional Achievement

- Award wins **“BEST AREA MANAGER”** across Pakistan year 2006 To 2007.
- Title wins **“Mr Creative”** for execution of biggest plantation campaign **“Save the Planet in Nice Way”** across Pakistan year 2013-14.
- CSR Base awareness campaign **“Know Your Number”** for general public to spread the message **“consequences of High Blood Pressure”** across Pakistan year 2014-15.
- CSR Base awareness campaign **“Beat Hypertension”** arrange Eco Marathon on the occasion of World Hypertension Day 2015.

Professional Experiences – Present

From To Position	June, 2015	Company	PharmEvo (Pvt) Ltd.
		City	Karachi
	Team Leader	Country	Pakistan
Responsibility	<p>Create business plans to increase profitability, market share of products</p> <p>Accountable for the development and management of the Business Unit by recruiting, training and communicating to sales and marketing team</p> <p>Coach, lead and inspire a team of sales and marketing personals, ensuring deliverable are adhered to, as well as management of budgets and strategic plans</p> <p>Make decisions about employee rewards, reviews or reprimands</p> <p>Ensure that sales Manager and there field teams are in line with Marketing Team Strategy to ensure targets are achieved</p> <p>Identification of weak territories on monthly basis and then workout its development plan with AMs</p> <p>To develop a national working strategy of Team, which includes:</p> <ul style="list-style-type: none"> o Target Audience selection o Segment identification o Allocation of doctors on PCPs o One Team Concept <p>Identify avenues for sustainable growth of team like:</p> <ul style="list-style-type: none"> o New product identification o New territories identification o New segment identification o New customer identification 		
From To Position	January, 2011	Company	PharmEvo (Pvt) Ltd.
	June, 2015	City	Karachi
	Senior Product Manager	Country	Pakistan
Responsibility	<p>Plan, strategies and execute marketing designs and activities to establish and maintain brand presence in the market</p> <p>Plan & execute corporate events and mega campaigns</p> <p>CSR base initiatives</p> <p>Define product strategies and road maps</p> <p>Research and determine product weaknesses and areas to be modified</p> <p>Develop sales tools and collateral's</p> <p>Develop effective product positioning in the market</p> <p>Conduct competitive strategic analysis, customer segmentation, and customer insight development</p> <p>Develop mid-term plan and financial analyses</p> <p>Brief and train sales personnel</p> <p>Launch and oversee advertising and media planning</p> <p>Coordinate activities of specialists involved in the brand positioning</p>		
From	February, 2006	Company	PharmEvo (Pvt) Ltd.

To Position	January, 2011	City	Karachi
	Senior Area Manager	Country	Pakistan
Responsibility	Guide subordinates how to develop new clients Guide subordinates about our product and its ingredients Forecast yearly targets Assign monthly sales target to subordinates Easily customizable to fit with the sales team structure and lead-cycle stages of organization To supports sales teams in their day-to-day sales contact tasks and provides comprehensive reporting to enable effective management of sales teams Organizational skills and a head for figures, include devising sales strategies, setting the team's targets of whole Karachi and implementing budgets		
From To Position	December, 2003	Company	PharmEvo (Pvt) Ltd.
	February, 2006	City	Karachi
	MSO	Country	Pakistan
Responsibility	To meet doctors for discuss about company products and convince them to prescribe our products Conduct meeting with Medical Services Offices and also collect all documents form Medical Services Officers		
From To Position	January , 2001	Company	Akhai Pharma
	December, 2003	City	Karachi
	MSO	Country	Pakistan
Responsibility	To meet doctors for discuss about company products and convince them to prescribe our products. Conduct meeting with Medical Services Offices and also collect all documents form Medical Services Officers		

Functional Experiences

Annual Sales Conferences
 Seminars
 Workshops
 CME's
 Team Building Activities

References: Would be furnished upon request