

# S. M. Irfan

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## Professional Profile

Successful marketing professional with more than 10 years' progressive experience of working in product management in a diverse portfolio. Proven ability of creativity and strong business acumen with developed leadership qualities and to support go-to-market efforts, product launches, branding and rebranding initiatives.

## Academics:

**MBA "Marketing"**  
2004-2005

London, UK. **Stratford College (University of North West)**

**Bachelor of Pharmacy**  
1997-2001

Karachi, Pakistan. **University of Karachi**

## Achievements:

### Novartis Pharma (Sandoz):

- Developed associates as successful product managers from crude level.
- Turned unsuccessful sales team to an energetic and successful sales team.
- 47% GOLY in key brand.
- Above 100% achievement of respective portfolio throughout.
- Increased growth of respective portfolio from 18% to 32%
- Best PM for Qtr4, 2012 and for whole Year 2013.
- Successfully launched 3 projects in a year

### Platinum Pharma; (2009)

- Best product manager for presentation skills 2009
- 60% growth over previous year on respective product portfolio
- Developed KOLs for a new molecule used as anti-asthmatic (Doxofylline)

### SAMI Pharma; (2005-2008)

- Best Product Manager year 2007
- Developed & implemented a "Market Information System" between marketing and sales.

## Portfolio and Brand Recognitions

### **Gastro:**

Sofosbuvir (Hep. C treatment)  
Esomeprazole

### **Antibiotics:**

Azomax (Azithromycin)  
Axcin (Ciprofloxacin)  
Novidat (Ciprofloxacin)  
Oxidil (Ceftriaxone)  
Caricef (Cefixime)

### **AntiAsthmatic & Anti Allergic:**

Unifyline (Doxofylline)  
Fexofast (Fexofenadine)  
Montelo (Montelukast)

**Professional Experience:****1. Jan-2014 to present  
Senior Product Manager**

NOVARTIS Pharma  
(Pakistan) Limited  
(Sandoz Division)

**2. Jan-2016 to present  
Additional assignment  
Sales Manager Karachi**

NOVARTIS Pharma  
(Pakistan) Limited.  
(Sandoz Division)

**3. Mar-2015 to July-2015  
Acting charge of  
Group Product Manager**

NOVARTIS Pharma  
(Pakistan) Limited.  
(Sandoz Division)

**Description of Responsibilities:****Brand Management**

- Accountable for a line promoting antibiotics & anti-allergic
- Developing, planning and implementation of marketing strategies, budgeting & targeting.
- Development of speakers and key opinion leaders.
- Product training for field force
- Developing product life cycle

**Sales Management**

- Leading a team of 1 FLM and 8 FFM.
- Development of FLM and FF.
- Accountable for sales targets.
- Deal with distribution matters.
- Keep an eye to ensure SOPs and avoid unethical practices.
- Hiring of new FFMs.

**Associate Development**

- As SPM/Acting GPM supervised a team of 4 PMs.
- Review, discussion and approval of all marketing activities, plan of actions.
- Managed marketing activities of two dedicated sales lines.
- Submission/Review of product plans, marketing plan.
- Encourage PMs to invent new ideas and guide for proper execution.
- Training, development and performance analysis of associates.
- Talent management of associates.

**Global Assignments: (in different periods)****✓ New Launch Manager**




- Review and extract molecules as attractive candidates for new launch candidates from the list provided by regional office.
- Build a 5 year road map for Sandoz Pakistan.
- Presentation on business plan for attractive molecules.
- Coordinate with regional office, marketing manager, production, procurement and supply chain.

**✓ Step Change Lead**

- Lead implementation of step change of global promotion policy.
- Designed and executed workshops for marketing team to shift branding approach from promotional to scientific.
- Designed and executed workshops among sales team for how to face the upcoming challenges.

**✓ Pharmacovigilance Associate**

- PV training for all company associates.
- Assessment and submission of ADR reports.
- Answering queries of HCPs.
- Monthly reconciliation of ADRs, POPs.
- Review and approval of patient centric marketing activities.
- Ensure compliance of all patient's orientation programs / patient's support programs in line with global SOPs.

<b>4. Oct-2010 to Dec-2013</b> <b><u>Product Manager</u></b> <b>NOVARTIS Pharma</b> <b>(Pakistan) Limited</b> (Sandoz Division)	<b><u>Description of Responsibilities:</u></b> <ul style="list-style-type: none"> <li>• Developing, planning and implementation of marketing strategies, budgeting &amp; targeting.</li> <li>• Development of speakers and key opinion leaders.</li> <li>• Product training for field force</li> <li>• Developing product life cycle</li> </ul>
<b>5. <u>Product Manager</u></b>  Oct.-2005 to Dec. 2013	<div> <div>Dec. 2008 to Oct. 2010</div> <div>Platinum Pharmaceuticals (Pvt) Ltd.</div> <div></div> </div> <div> <div>Oct. 2005 to Nov. 2008</div> <div>SAMI Pharmaceuticals (Pvt) Ltd.</div> <div></div> </div>
<b>3. <u>Marketing Executive</u></b>  <b>4. <u>Medical Sales Officer</u></b>	<div> <div>Mar. 2005 to July. 2005</div> <div>Master foods U.K. Ltd.</div> <div></div> </div> <div> <div>Aug.-2013 to Jan. 2004</div> <div>CCL Pakistan.</div> <div></div> </div> <div> <div>Sep. 2001 to Jan. 2003</div> <div>Barrett Hodgson Pakistan.</div> <div></div> </div>
<b><u>New Product Launch, Campaigns &amp; Projects:</u></b>	<ul style="list-style-type: none"> <li>❖ Launch new products           <ul style="list-style-type: none"> <li>○ Sofosbuvir (For Oral treatment of Hep. C)</li> <li>○ "Losartan" antihypertensive.</li> <li>○ "Tamsulosin" BPH treatment.</li> <li>○ "ACORT" an antifungal plus corticosteroid.</li> </ul> </li> </ul>
<b><u>Professional Trainings:</u></b>	<ul style="list-style-type: none"> <li>➤ Building Brands (3 days workshop)</li> <li>➤ Brand Management (3 days workshop by Actando Singapore in collaboration with IMS)</li> <li>➤ One minute manager</li> <li>➤ Hiring of right people</li> <li>➤ Time Management</li> <li>➤ Conflict Management / Negotiation Skills</li> </ul>