

NAEEM HUSSAIN

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CAREER OBJECTIVE:

To pursue a challenging career in a dynamic and progressive organization by constant learning and hard work, and to work devotedly in an innovative environment to fulfill the organization and personal goals I am looking for an opportunity that would help me to build up my skills and enjoy the growth of my career.

PROFESSIONAL WORK EXPERIENCE:

Organization: **Brookes pharmaceutical Laboratories (Pakistan) Ltd**
Tenure: **Jun 2015 –present**
Designations: **Area Sales Manager**
Responsibilities:



- Responsible for obtaining profitable results through the sales team by developing the team through motivation, counseling, skills development and product knowledge development.
- Manage the sales administration function, operational performance reporting, streamlining processes and systems wherever possible, and advising senior management on maximizing business relationships and creating an environment where customer service can flourish.
- Responsible for managing the sales team, developing a business plan covering sales, revenue, and expense controls, meeting agreed targets, and promoting the organization's presence throughout KPk.
- Responsible for the planning, recruitment, direction, organization and control of sales managers and sales representatives to accomplish specific objectives.
- Responsible for monitoring the performance of the sales team by establishing a system of reports and communications involving sales reports, cyclical sales meetings, sales newsletters and electronic bulletins.
- Plan and implement a specific appraisal system that describes the responsibilities and performance standards for each member of the sales team, set individual territory sales and commission targets and administer the commission plan.

Organization: **SOLUS MARKETING & ADVERTISING, UK**
Tenure: **Jun 2013 – Feb 2015**
Designations: **TEAM LEADER**
Responsibilities:



- Develop a strategy the team will use to reach its goal
- Provide any training that team members need
- Communicate clear instructions to team members
- Listen to team members feedback and manage the flow of day-to-day operations
- Create reports to update the company on the team progress

Organization: **NOVARTIS PHARMACEUTICAL**
Tenure: **Jan 2008– February 2012**
Designations: **Medical Information Officer**
Responsibilities:

- Arranging appointments with doctors, pharmacists and hospital medical teams, which may include pre-arranged appointments or regular 'cold' calling;
- Making presentations that may take place in medical settings during the day, or may be conducted in the evenings at a local hotel or conference venue;
- Organizing conferences for doctors and other medical staff;
- Building and maintaining positive working relationships with medical staff and supporting administrative staff;
- Managing budgets (for catering, outside speakers, conferences, hospitality, etc.);
- Keeping detailed records of all contacts;
- Reaching (and if possible exceeding) annual sales targets;
- Planning work schedules on monthly and weekly basis and discussing future targets with the area sales manager.
- Regularly attending company meetings, technical data presentations and briefings;
- Keeping up to date with the latest clinical data supplied by the company, and interpreting, presenting and discussing this data with health professionals during presentations;
- Monitoring competitor activity and competitors' products;
- Developing strategies for increasing opportunities to meet and talk to contacts in the medical and healthcare sector;
- Staying informed about the activities of health services in a particular area.

Organization: **LEK PHARMACEUTICAL**
Tenure: **February 2004 –December 2005**
Designations: **Medical Representative**
Responsibilities:



- Assess clients needs and present suitable promoted products
- Liaise with and persuade targeted doctors to prescribe our products utilizing effective selling skills and performing cost-benefit analysis
- Provide product information and deliver product samples
- Attend sales meetings, conference calls, training sessions and symposium circuits
- Work with sales team to develop strategies and implement brand strategies to ensure a consistent marketing message
- Build positive trust relationships to influence targeted group in the decision making process
- Monitor and analyze data and market conditions to identify competitive advantage
- Keep accurate records and documentation for reporting and feedback
- Pursue continuous learning and professional development and stay up-to-date with latest medical data

ACADEMIC EDUCATION:

	<u>EXAMINING BODY:</u>	<u>YEAR</u>
○ MS Marketing	University Of Wales, UK	2014
○ MBA Marketing	University Of Peshawar, Pakistan	2007
○ BSc Biological Sciences	University Of Peshawar, Pakistan	2003

MAJOR COURSES STUDIED:

- Consumer behavior and research
- Global Brand Management
- Strategic Marketing Management
- Integrated Marketing communications
- Project Management
- Digital Marketing
- Biology

COMMUNICATION AND INTERPERSONAL SKILLS:

- Outstanding command over verbal and non-verbal communicative & interpersonal skills.
- Strong organizational, managerial, problem solving, interpersonal and negotiation skills.
- Confidently able to work independently or in a team to deal effectively with educators & employees.
- Flair to organize & prioritize tasks to meet deadlines.
- Ability to manage multiple projects with minimal supervision.
- Have a good level command over English and Urdu Languages.

CERTIFICATION/ ADDITIONAL SKILLS:

- **MS Office** (All versions, esp. MS Word, MS Power Point and MS Excel)
- **Internet applications**
- **Driving License** (UK international driving License, 2014-2049)

TRAININGS WORKSHOPS AND AWARDS:

NOVARTIS SELLING EXCELLENCE ACADEMY – NSE

Year (2010)

- Trained and well equipped with world class selling courses like Excelling in selling (EIS), world sales field excellence (WSFE), patient focus selling and got top position award in Novartis Selling Excellence training by TARIQ KHAN Manager training and Development Novartis Pharma (Pakistan).

BASIC TRAINING COURSE – BTC

Year (2009-2010)

- Achieve 2nd position in Novartis Basic training course and awarded by Doctor Muhammad Shiraz Manager training and Development Novartis Pharma (Pakistan).

NOTEWORTHY ACHIEVEMENTS

Year (2008 till 2012)

- Scientific one to one product detailing contest winner, 2008, 2009, 2010 and 2011 (at Novartis).
- Regional star award (annual sales achievements) 2010.
- Highest sales target achiever throughout the country for Rasilez in 2010.
- Highest score earned at Novartis academy's annual quiz 2009, 2010, 2011.

BRAND LAUNCHES

Year – 2010, 2011

- Successfully launches Novartis cardiovascular brands (Diovan 320mg, Exforge and Rasilez).

INTERESTS AND HOBBIES:

- Hobbies include anything to do in arts, music, poetry, reading historical books, philosophy and all religious books. Enjoy and actively participate in a wide variety of sports, political discussions, and creative activities.

PERSONAL INFORMATION:

Father's Name : Khadim Hussain
Date of Birth : 16TH August 1979
Gender : Male
Marital status : Single
Religion : Islam (Sunni)

DECLARATION:

- I certify that, to the best of my knowledge and belief, all the information on this application is true, correct, complete, and made in good faith.

Signature

(Naeem Hussain)