

ATTA MUHAMMAD

Cell: +92-3003092252.
+92-3468225859.

Email: atta.m.memon@gmail.com
atta@dynatispharma.com

PROFESSIONAL PROFILE

Visionary, capable, motivated, and confident individual, with excellent interpersonal communicative skills, and organizational, analytical and leadership capabilities, possess experience in marketing and sales of specialty products.

EXPERTISE:

- ✓ Ability to Taking initiative, be innovative and solve problems.
 - ✓ Strong Marketing and Analytical skills.
 - ✓ Tactical Planning & Implementation
 - ✓ Persuasive Communication Skills
 - ✓ Excellent Resource / Time Management and Organizational skills.
 - ✓ Internal / External Customer Relations.
 - ✓ Highly organized and detailed oriented.
 - ✓ Team Building & Leadership.
 - ✓ New Business Development & Growth.
 - ✓ Segmentation & Targeting.
 - ✓ Team Building & Leadership.
 - ✓ Contract / Price negotiation
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PROFESSIONAL EXPERIENCE

March 2014 – Present.

Indus Pharma (Pvt) Ltd.

Karachi, Pakistan

SENIOR PRODUCT MANAGER

Responsibilities:

- Leading the largest business portfolio of the company i.e. Antibiotics. Prime responsibilities include Exef (Cefotaxime Sodium), Canter (Clarithromycin) and Mob (Moxifloxacin)
- Setting the product strategy and roadmap
- Generate and uphold core marketing & sales strategies
- Gathering and prioritizing product and customer requirements, defining the product vision and working closely with all departments to move products in the right directions

- Ensuring that the product and marketing efforts supports are unidirectional with organizational goals and objectives
- Conduct training programs for field force on product knowledge, promotional campaigns and selling skills
- Brand endorsement through customer engagement activities/events

March 2014 – June 2015.
PRODUCT MANAGER

Indus Pharma (Pvt) Ltd.

Karachi, Pakistan

Responsibilities:

- Reporting to the Marketing Manager looking after the portfolio of 484 million.
- Develop brand strategy, promotional material and technical literature in alignment with brand strategy and ensures its implementation.
- Responsible for providing the sales team with the necessary technical expertise to enable them to sell the product. This involves printed and electronic promotional material, product training, and relevant clinical papers.
- Responsible for reviewing product data to ensure that the field force is kept up to date on new developments regarding the companies or competitors' products.
- Act as point of first reference for all product related inquiries and work collaboratively with colleagues in Clinical Research and Regulatory to address any issues that may arise.
- Close liaison with the field force to assess the response to and suitability of current promotional material and to ensure that the printed promotional material is being used optimally.
- Design market research projects to assess customer attitudes to the current product range and new product introductions. Either conduct this research with in-house staff or manage an outside agency i-e. Initial identification of suitable partner, definition of responsibilities, communication plan, divisions of responsibility, milestones, contract with company, review transcripts and reports, and recommend action plans from the research.
- Assist with the development of the annual marketing plan and for controlling advertising, promotion and sales aids in accordance with the annual marketing plan.
- Responsible for preparing product forecasts, and constantly monitoring inventory levels held at central and interstate warehouses including liaison with production (locally and globally) to ensure supply timelines.

Key Achievements:

- ✓ 100% Achievement of assigned portfolio in the year 2014.
- ✓ Successfully launched new product Dyclo Plus (Diclofenac Sodium + Lignocaine)
- ✓ Market leadership position of newly launched product Dyclo Plus in just 6 months' time.

- ✓ Successfully conducted series of CME's on "Pain Management" across Pakistan.
- ✓ Sales force training on new products across Pakistan.

April 2012 – Feb 2014.

Bayer Pakistan (Pvt) Ltd.

Karachi, Pakistan

AREA MANAGER

Responsibilities:

- Reporting to the BUH and responsible for managing and improvement of BU Specialty Medicine team and portfolio products.
- Market research, product profiling with respect to competitors along with segmentation and potential analysis for upcoming and existing products.
- Helping in marketing strategies by providing the surveillance reports and feed backs to Product manager.
- Training, Development and Management of Speciality South team.
- Develop Brand Image of Portfolio products.
- Developing and establishing oncology business in south region.
- Managing the awareness campaigns in different disease areas.

Key Achievements:

- ✓ Inclusion of Nexavar® in Agha Khan, Ziauddin, State Bank and KDLB formulary.
- ✓ Inclusion of Bonefos® in NORIN, Sada Welfare formulary.
- ✓ Revival of Betaferon® business in South.
- ✓ Inclusion of Betaferon® in Agha Khan, NMC Formulary.
- ✓ Organize and arrange Liver cancer awareness programs in Karachi and Hyderabad.

October 2010 – March 2012

Eli Lilly Pakistan (Pvt) Ltd.

Karachi, Pakistan

MARKETING COORDINATOR

- ✓ Support the profitability of the Oncology brands by monitoring sales, gross margin, and inventory turnover and market share.
- ✓ Work closely with suppliers to ensure a proper supply of product.
- ✓ Work closely with the sales department to gather forecasts and market data.
- ✓ Develop and maintain effective communication with the brand's BUH and, as well as with the sales department.
- ✓ Assist in the development of brand marketing strategy as it relates to product, price, promotion, place and positioning within the Pakistani market.
- ✓ Assist BUH in analyzing the brand's competitive position in the market by customer visits and collecting product and pricing information.

- ✓ Explore industry and customer websites to keep up-to-date product developments.
- ✓ Event/Conference Management.

June 2009 – March 2012

Eli Lilly Pakistan (Pvt) Ltd.

Karachi, Pakistan

AREA MANAGER

Responsibilities:

- Reporting to the BUH and responsible for managing and improving sales of Alimta® and Gemzar®.
- Market research, product profiling with respect to competitors along with segmentation and potential analysis.
- Helping in marketing strategies by providing the surveillance reports and feed backs to Brand manager.
- Presentations on recent advances and current literature regarding the oncology field in particular and generally pharmaceutical industry during the routine business planning and educational meetings.

Key Achievements:

- ✓ Launched Alimta® in NSCLC 1st line and maintenance NSCLC.
- ✓ Inclusion of Alimta® in Aga Khan, LNH and JPMC formulary.
- ✓ Inclusion of Gemzar® in JPMC, PNS Shifa, KPT and Baitulsukoon formulary.
- ✓ Started PAF and SADA welfare foundation as new business opportunities.
- ✓ Successful rate renewals of Gemzar with AKUH and LNH.
- ✓ Prepare and maintain E-References sheet for NSCLC for the team.
- ✓ Successfully arrange and manage web-conference of international speakers with Top customers of the region.

April 2007 – June 2009

Sanofi-Aventis Pakistan (Pvt) Ltd.

Karachi, Pakistan.

STRATEGIC BUISNESS ASSOCIATE

Responsibilities:

- Reporting to the Business manager and responsible for; sales of Taxotere®.
- Build/manage Image of Sanofi-Aventis Pharmaceuticals as a prominent multinational pharmaceutical company in oncology market.
- Builds the customer's confidence and prescription level on oncology products.
- Develop Brand Image of Taxotere®.
- Developing and establishing oncology business in south region.
- Managing the awareness campaigns in different disease areas.

Key Achievements:

- ✓ Launched Taxotere® in Head and Neck cancer in south region.

- ✓ Entered the Taxotere® in the formulary of KIRAN hospital for the 1st time.
 - ✓ Initiates business of Taxotere from NIMRA Jamshoro.
 - ✓ Successfully conducted the awareness programmes e.g.; PBCC, H&N map.
 - ✓ Achieved sales plan for 2007 and 2008 consecutively.
 - ✓ Successfully coordinated the District Manager in different administrative tasks including Performance Management Appraisals, Correspondence with the team, reports collection and submissions, arranging Monthly Meetings etc.
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PROFESSIONAL TRAINING AND COURSES

- ✓ “Learn to Lead 1” Bayer Pakistan, June 2013
 - ✓ “Managing Time and Stress with EI to increase productivity” Bayer Pakistan, November 2012
 - ✓ “Enhancing Performance and Feedback Culture” Bayer Pakistan, October 2012
 - ✓ “Basic Sales Training” Bayer Pakistan, April 2012
 - ✓ “Managing your territory and Insights” Eli Lilly Pakistan, Sep 2011.
 - ✓ “Patient Focus Selling” Eli Lilly Pakistan, March 2010.
 - ✓ “ID School” Eli Lilly Pakistan, March 2010.
 - ✓ “Getting started in your territory” Eli Lilly Pakistan, Feb 2010.
 - ✓ “Communication Skills” Sanofi-Aventis Pakistan, April 2009
 - ✓ “Pakistan Sales Certification Olympics” Sanofi-Aventis Pakistan, February 2008.
 - ✓ “Oncology Training Program” Sanofi-Aventis Pakistan, January 2008.
 - ✓ “Pharmaceutical Product Training” Sanofi-Aventis Pakistan, April 2007.
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ACHIEVEMENTS

- ✓ “Highest ever sales of Betaferon” 2013.
 - ✓ “Best Team of Specialty care” 2012.
 - ✓ “AMS Top Gun” Eli Lilly Pakistan, Jun 2011.
 - ✓ “Shabas award” Eli Lilly Pakistan, June 2011.
 - ✓ “Recruitment coordinator” Eli Lilly Pakistan, 2011.
 - ✓ “Marketing Coordinator” Eli Lilly Pakistan, 2010 and 2011.
 - ✓ “Ondemand champion” Eli Lilly Pakistan, 2010 and 2011.
 - ✓ “Best Alimta achievement” Eli Lilly Pakistan Jan 2010.
 - ✓ “Exemplary” rating in very 1st year in Eli Lilly Oncology.
 - ✓ “Member “Drug Advisory Council” Sanofi-Aventis Oncology Pakistan.
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EDUCATION

2003–2006	Sindh University	Jamshoro, Pakistan
▪	Bachelor's in Pharmacy.	
2000–2002	B.I.S.E Hyderabad	Hyderabad, Pakistan
▪	Intermediate in Pre-Medical.	
1998–2000	B.I.S.E Hyderabad	Hyderabad, Pakistan
▪	Matriculation in Science.	

REFERENCES

- Available upon request