

# Muhammad Shakeel

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## Career Objective

- My utmost desire is the TOP MOST POSITION in any MNC here in Pakistan or may be abroad too.

## Accomplishments:

**2006 National Champion and achieved 122% against assigned budget for Xanax, Ansaed, Cardura, Lincocin and Zoloft.**

**2008 National Champion in Specialty with 55% growth in cardiovascular, urology, CNS, and Gynae portfolio.**

**Major Team Player in 2004 with 25-30% contribution, as our team stood 1<sup>st</sup> all over Pakistan.**

**Major Team Player in 2014 for Gynae and Urology care as again our team stood 1<sup>st</sup> pan Pakistan.**

**Major Team Player in 2006 as I was the National Champion and our team stood 2<sup>nd</sup> on national basis.**

As I was actively craving for my job enrichment outside Pfizer after my recent qualification, because of scarcity of the opportunities available within the company, I was considered for final interview for the post of ZSM Novartis Cosumer Health, here in Abbottabad, and I was quite optimistic about my selection because of the comments by Mr Ejaz Ahmed former ( Sales Manager) Novartis Rawalpindi (acting training manager), as he was 100% convinced and wanted me to induct by Novartis Consumer Health, this January 2015, but due to acquisition of Novartis by Gsk and downsizing occurrence my appointment went in vain and was not realized on actual basis.

## Professional Experience

PFIZER BIOPHARMACEUTICAL BUSINESSES, ABBOTTABAD, KHYBER PAKHTUNKHWAH

*Senior specialty sales, June 2004 – present*

2011 achievement was 105% against the budget for Zeldox, Lyrica, Zoloft, Cardura, Detrusitol, Prostin E2, Premarin and Dalacin-V cream.

2012 achievement was 101% for same previous year products.

2013 achievement was 116% and specifically products like Detrusitol, Diflucan, Prostin and Premarin were 135%, 133%, 128% and 143% respectively.

114% achieved against assigned targets in 2014.

2015 is going well too and updated achievement is 98% ytd.

- **Specialty Sales from September 2008- to present.** As 2009 was the first year in specialty care, and 2008's appraisal is still evidence over which I committed to be the national champion in 2009 for specialty and I counted my actions and steps Alhamdulillah by the Grace of Allah Almighty and the objective was met. All the products achieved the budget, rather surpassed with more than 50% growth especially, Detrusitol, Prostin, Cardura, Premarin, Lipitor, Fragmin, Zeldox, Lyrica and Zoloft.

- **2004 to 2008** I was in general care and took care almost about every product in that category with **National champion award in 2006.**

#### PHARMACIA PAKISTAN LTD, ABBOTTABAD/ISLAMABAD, NWFP/PUNJAB

- *Sales Promotion Officer, August 2002 – May 2004*
- Joined Pharmacia as executive sales in August 2002 and after acquisition became the part of Pfizer Pakistan. Was responsible for the huge area right from Hasanabdal to Gilgit & Skardu including Muzaffarabad, Bagh, Rawlakot, Hajeera, Palandri and Azad Kashmir.

#### CYANAMID PAKISTAN LTD, ABBOTTABAD, NWFP

*Sales Promotion Officer, March 1998 – July 2002*

- Joined Lederle-Wyeth division Cyanamid Pakistan Limited as sales promotion officer from March 1998- July 31, 2002. In 1999 and in 2000 captured huge business from MCC and became national champion for the year 2000.
- Almost successfully managed almost all the products during the tenure including anti-tubercles, Proton Pump Inhibitor and other medicines.
- Left the company on July 31, 2002 due to certain factors and joined Pharmacia & Upjohn.

### Education

#### COMSATS, ABBOTTABAD, KHYBER PAKHTUNKHWAH( SESSION 2013-2014)

*MS. in Project Management*

**Aggregate GPA is 3.61/4.0.**

- Research Methodology 3.93/4.0.
- Advance Project Management 3.95/4.0.
- Quantitative Techniques 3.83/4.0.
- Complex projects 3.89/4.0.
- Statistics for Management 3.85/4.0.

### Education

#### PRESTON INSTITUTE, ABBOTTABAD, KHYBER PAKHTUNKHWAH (SESSION 2001-2005)

*BBA Hnrs. In Marketing*

- Cumulative GPA is 3.3/4.0.

### Education

#### PAKISTAN INTERNATIONAL PUBLIC SCHOOL & COLLEGES, ABBOTTABAD, KHYBER PAKHTUNKHWAH

*FSc (Pre-Engineering) completed in year 1995.*

- 661 marks out of 1050.

### Education

#### PAKISTAN INTERNATIONAL PUBLIC SCHOOL & COLLEGES, ABBOTTABAD, KHYBER PAKHTUNKHWAH

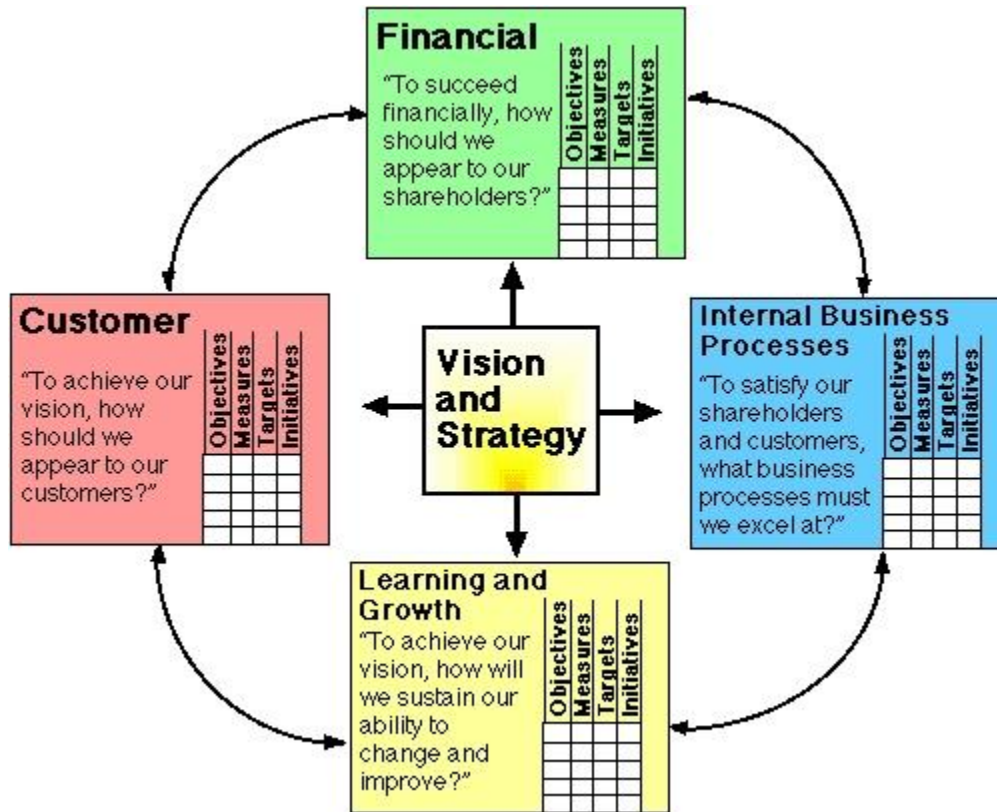
*HSSC (SCIENCE) completed in year 1993.*

- 622 marks out of 850.

## Project 2015 and Aspirations:

My planning in case of my induction:

Balance Score Card Approach:



### Vision:

Making the company No1, in the eyes of our customers by satisfying them ethically and gaining and maintaining significant growth, in my assigned area.

### Strategy:

Planned and proper visits to the customers, kols, maintaining frequency of visits, knowledge enrichment to all, improving attire and behavior of colleagues, applying ethical promotional tools & techniques approved by the company, every colleague will be updated in terms of knowledge at any time at all levels under my leadership through weekly and monthly meetings, transforming their detailing techniques etc.

### Customer:

KOLs development, penetration, ethical promotion etc.

- (a) Objectives: By identification of A, B, C class customers we can snatch business from the competition by knowing their needs and requirements.
- (b) Measures: Customer centricity along with patient centricity.
- (c) Targets: Establishing timelines, maintaining visits and growth.

- (d) Initiatives: Identifying team leader, giving them tasks other than their job requirements, more engagement with non-performers to motivate them.

**Financial:**

Profitable results with significant growths.

- (a) Objectives: Product wise significant growth, improving per man productivity.
- (b) Measures: Improving per man productivity.
- (c) Targets: Identifying new customers and also the identification of unknown needs of existing customers.
- (d) Initiatives: Engagement of colleagues in CMEs, advocates will be targeted.

**Internal Business Processes:**

- (a) Upwards: Taking senior management in to account, policies, rules, laws and procedures finalized by the company must be assured, seeking guidance and knowing the culture of the company.
- (b) Side wards: Coordination with the peers etc.
- (c) Down Wards: Making colleagues well aware of things which must be shared, identifying their needs and expectations and fulfilling them accordingly, updating their knowledge, appearance etc.
- (d) Out wards: KOLs development etc.

**Internal Business Processes:**

- (a) Applying tools and techniques as per guidance.
- (b) Identifying Stake Holders needs and expectations and fulfilling them.
- (c) Maintaining records and track record of sales and growths.
- (d) Working positively on self and colleague's attitude and behavior all the times.

**Aspirations:**

1. My team will be a team of leaders, I shall polish them and will provide them the opportunities to grow and flourish for themselves and for the company more importantly.
2. My personal growth is also important but is attached with my colleague's growth, sustainability and position.
3. Satisfying my immediate bosses needs and concerns, fulfilling his/her needs ethically, developing a positive and healthy environment with in the company and with all influential and non-influential stake holders.