

RESUME

TARIQ AFAQ

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PERSONAL INFORMATION:

Father's Name : Afaq-Ur-Rehman
CNIC NO : 42201-5782934-3
Marital Status : Married

QUALIFICATION:

- ✓ Bachelor of Science (B.Sc.)
- ✓ Masters in Business Administration (SALES & MARKETING)

EXPERIENCE:

- ✓ Expertise in Inter Personal Communication, people and event management, knowing the art of elicitation of the inside personality. Command on both English & Urdu communication, sense of humor and knowledge of current issues.
- ✓ More than 20years of fast track marketing of pharmaceutical (Ophthalmics) Sales & people management experience, to increase company business by developing relationship and guiding sales force to use best communication language for best results.
- ✓ Worked as a **"Sales promotion Officer"** in **Welcome Pakistan** from 1980-1985.
- ✓ Worked as **"Sales promotion Officer"** in **Allergan Pakistan** from 1985-1988.
- ✓ Worked as a **"Regional Manager"** in **Allegran Pakistan** from 1989-1998.
- ✓ Worked as a **"National Sales Manager"** in **Zafa (Ophthalmics)** from 1998-1999.
- ✓ Worked as a **"National Sales Manager"** in **Continental Chemical (Ophthalmics)** from 1999-2000.

- ✓ Worked as a “**Business Development Manager**” in **Ursa Pharma (Ophthalmics)** from 2000.
- ✓ Worked as a “**Regional Sales Manager**” in **Farmila Himont (Ophthalmics)** from 2000-2002.
- ✓ Worked as a “**Business Development Manager**” in **Haroon Brothers (Ophthalmics)** from 2002.
- ✓ Worked as a “**Regional Sales Manager**” in **Sante Pharmaceuticals** from .2002-.2007.
- ✓ Worked as a “**Business Development Manager**” for **MNF Enterprises** for their Ophthalmic Division from 2007- 2010.
- ✓ Working as a “**Divisional Head (Pakistan) for Ophthalmics & ENT** in **Ismak (Ophthalmics) Pvt. Ltd.** From 2012 till to date.

OTHER FIELD RELATED EXPERIENCE:

- ✓ Experience of holding Seminars, Exhibitions & Marketing Workshops.
- ✓ Experience of holding Small & Round Table Discussions, Lectures, Video Shows among the groups.
- ✓ Complete Territorial knowledge & customer identification specially Sindh, Baluchistan Areas.
- ✓ Strong relationship with the key customers & complete know how of their whereabouts, prescription habits, personal attitude behaviors, liking and disliking of product & other related matters.
- ✓ Over the year went through many training programs on understanding customer and their buying motives. It helped me to increase understanding of people and their psychology.
- ✓ Also I have exposure of traveling to different countries during my carrier as further developed understanding of social cultural & political issues.
- ✓ Also I have the experience of organizing focus group discussion meeting & have the expertise of how to facilitates and keep people on an issue.

PROFESSIONAL COURSES ATTENDED:

- ✓ Professional selling skills PSS III by B.J Bartilate in 1987 to 1988.
- ✓ Supervisory Training Program at Dubai in 1989.
- ✓ Management Development Program at on Effective Sales Management in 1992.
- ✓ Manager's Development Program on professional Selling Skills in 1994.
- ✓ Course in Introduction to marketing concept under supervision of Pakistan Institute of Management.
- ✓ Various Sales & Marketing course attended under the supervision of foreign-based senior marketing consultants on effective leadership & Communication.
- ✓ Organized in different marketing held at Dubai Sharjah, Saudi Arabia.
- ✓ Colombo, Egypt, Thailand, Singapore etc. on better sales output and peoples sales performance during the period of 1988-1995.
- ✓ PAWN FAB Selling Techniques for better Sales output in 2001.
- ✓ For TEN STEPS Coaching and Counseling.

COURSES DELIVERED:

- ✓ Developed & Delivered "Selling Skills" Courses to Allergan & Sante field force.

ACHIEVEMENTS:

- ✓ Joined Various Ophthalmic related Companies as a pioneer member, stream lined and organized the area sales & created continuously growing sales trend.

CREATIONS:

- ✓ Presented ideas for promotion plan especially for better out puts!
Planning of territories for effective time management and sales.

PERFORMANCE AS A BUSINESS UNIT HEAD:

- ✓ Replaced field force by replacing low performer to high performer sales persons.
- ✓ Organized / Trained / Coach new team members during my services as sales manager.
- ✓ Developed the proper system of working e.g. tour plans, tour schedules & timing of field force to achieve high standards of sales performance.
- ✓ Rebuilt additional sales in minimum time.
- ✓ Organized, arranged & participated much national academic conference inside the country & outside the country for the better image of organization.

AMBITION:

- ✓ To get top management position and always upward career. To be more skillful in present future business scenario.

VISION:

- ✓ To explore market with new dashing ideas and to give a rise for at least double to corporate in next five years.