

SAIYAD NAIYARUL HASAN

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PROFESSIONAL EXPERIENCE:

Scilife Pharma (Pvt.) Ltd

Business Unit Manger (From December 2015 till date)

- Strategic Planning and brand development strategies have been devised and implemented.

Wilson's Pharmaceuticals Pakistan (Pvt.) Ltd

Head of Sales and Marketing, Local and International Business. (From October 2014 till December 2015)

- I was looking after the Portfolio of more than 600 million. (2 Business Units)
- I was reported by 3 Business Unit Heads, with a field force of more than 250 persons.
- Brand development, customers' development and Field Force development plan were practiced and implemented.

Pharmatec Pakistan (Pvt.) Ltd

Business Unit Manager (From October 2012 till August 2014)

- Awarded with the Best BUM of the year 2013-14 award by the Managing Director.
- I was looking after Two Business Units of the company and contributing more than 60% of total sales, generating a volume of 32 million per month.
- Showed a growth of 35% over last year (2012-13 Vs 2013-14)

Kaizen Pharmaceuticals (Pvt.) Ltd

Business Unit Manager & Marketing Manager (From May 2011 to October 2012)

- Planned, hired and launched a new team in November 2011.
- Products and skills development programs were managed and rolled across Pakistan through Brand Managers and Sales Managers.

AGP Private Limited (From April 2007 to May 2011)

Worked as Senior Sales Manager and Senior Product Manager.

- 23 out of 27 team members hit the YTD budgets of 2008.
- Awarded with the "BEST SALES MANAGER" award for 2008.
- Promoted as "Senior Product Manager", in December 2008.

Area Sales Manager in HILTON Pharma (August 2006 to April 2007)

- Increased regional sales from 6.2 million to 7.6 million.
- Managed Sales Force of 10 persons, successfully, without any turn over.

Product Specialist in ELI LILLY Pakistan. (February 2004 to August 2006)

- Achieved sales targets for consecutive 19 months.

Professional Sales Officer in MSD (September 2001 to January 2004)

- Launched **VIOXX** the First COX 2 specific inhibitor in Pakistan.
- Remain the "Second Best Seller" in Pakistan in 2001-02.

SEARLE PAKISTAN LIMITED (June 1998 to September 2001)

- 1st Position in "Initial Training Program".
- Got promotion as "**Product Specialist**" in just One and a half year.

TRAININGS AND COURSES

- "Initial Sales Training" at **SEARLE** in 1998.
- "Micro Marketing" at **MSD** in 2001.
- "PROFESSIONAL COMMUNICATIONS 1 & 2" at **MSD** in 2001.
- "Novartis Call Excellence" at **NOVARTIS** in 2003.
- "NP4" at **NOVARTIS** in 2003.
- "Performance Frontier" at **NOVARTIS** in 2003.
- "Initial Development School" at **LILLY** in 2004.
- "RED BOOK" and "GPP" Training at **LILLY** in 2004 AND 2006.
- "Lilly Selling Process" at **LILLY** in 2004.
- "Insights into Personal Effectiveness" at **LILLY** in 2005.
- "Territory Mapping and Allocation" at **LILLY** in 2005.
- "Writing an Effective Development Plan" at **LILLY** in 2006.
- "Mastering Your Sales Techniques with EQ" at **LILLY** in 2006.
- "Train the Trainer" Workshop at **AGP** in APRIL 2008.
- "How to Profile a Doctor"? At **AGP** in JUNE 2008.
- "Creativity and Innovation, By "Sandra Reeves" at **AGP** in FEBRUARY 2009.
- "Success through Communication" by **DIANETICS** at **AGP** in APRIL 2009.
- "Guerrilla Selling" by "Ashraf Chauhdry Associates" in 2011.
- "Consumer Insight" by Hartmut Wellerdt (Germany) from **IBA** in 2014.

PERSONAL STRENGTHS

<ul style="list-style-type: none">➤ Team Building.➤ Interpersonal Skills.➤ Relation with KOLs.➤ Motivator.	<ul style="list-style-type: none">➤ People Development.➤ Succession Planning.➤ Presentation Skills.➤ Adaptability to different working environments.
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HOBBIES: Cricket, Music, Poetry.

EDUCATION: B-Sc from Islamia Science College, 1993.

DATE OF BIRTH: 18th November 1975.

PROFILE

I am a growing entity by acquiring knowledge. Have a record of accomplishment of extensive leadership, team work and management skills. Motivated to work and adapt to different work environments.