

Qutab-Ud-Din

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EFFECTIVE SALES & MARKETING PROFESSIONAL

Consultative Selling | Strategic Account Planning | Relationship Management | Profitable Growth

Corporate Professional with years of management success in achieving sales, revenue & professional growth

EXECUTIVE SUMMARY

Blended leadership role with analytical skills to develop and implement innovative ideas that accomplish the top & bottom-line results.

- Played strategic roles by driving profitable growth and close opportunities in large, complex enterprise-named accounts by initiating, developing and/or delivering unique solutions that result in improved customer outcomes and benefits
- Highly successful career for **Health Care Industry** which includes **Pharmaceuticals, Distribution, Key Account Management** and **Consumer Selling**.
- **Business**
 - **(Roche Diabetes Care)** within core area of Diabetes Management
 - **Pharmaceutical Business** with focus area of Antimicrobials, GIT and General Medicine.
- Instrumental in strategy development and the execution of the strategic plan through complex business model restructuring and team re-shuffling
- Spearheading internal cross functional selling team to execute sales strategies that grew business units into top performing operations at national levels.
- Rebuilt, rejuvenated and supervised the progress of cross-functional implementation team into unified, top performing highly motivated teams.
- Outstanding success in B2B (Institutional) Business.

PROFESSIONAL ACHIEVEMENT

- Country Lead SFE Project
- Country Lead CRM project.
- As NSM RDC-BU of Roche Pakistan Limited Sales is heightened from 40million PKR per month on an average to 93.33 million PKR per month.
- Successfully transformed business model from internal distribution system to external distribution network, thus heightened reach to Customers of RDC Pakistan from 600 to 16000 customers.
- Being recognized from the Regional Head Office (APAC-Singapore) on successful orchestrating and execution projects like IBTF, RFI and IMS.
- Roche Diabetes Care Sales growth is 130% i.e., from PKR 486 million (2011) to PKR 1.12 billion (2015).
- Sandoz KAM Sales Growth from 06 million PKR (2006) to 300 million PKR (2010)
- Winner of Umrah Package for consistent achievement in Global Pharmaceuticals.
- Being a member of organizing committee that successfully organized multiple medical conferences.
- Gold Medalist Bristol Myers Squibb.

Current Role Dimensions.

- Country Lead SFE Project
- Country Lead for CRM project.
- Functional management: Country Manager
- Main internal relations: Marketing and Sales staff, Country Manager and HR.
- Main external relations: Distributor, Trade & Retails Channels, Key Opinion Leaders and training vendor.

PROFESSIONAL SCAN

National Sales Manager

Roche Pakistan Limited

(July 2011 till date)

Key Responsibilities:

- **Territory:** Leading the team of Sales Managers for **South-I, South-II, Central-I, Central-II and North regions.**
- **Analysis:** Review of internal sales record, sales reports, investigation of market trends and relevant environmental factors.
- **Planning:** Setting objectives for the firm's sales efforts and mapping out strategies and tactics to achieve these objectives.
- **Organization:** Setting up structures and procedures for smooth and effective execution of sales
- **Control:** Performance comparison of actual and planned sales results, observation/reasons if any and evaluation of the need for plan revision.
- **Strategic Business Planning:** Preparing and executing the sales strategies and promotional plans for the Field Force with alignment of global and regional objectives.
- **Sales & Business Development:** Responsible for regional and corporate sales targets by executing marketing strategies ensuring customer satisfaction & retention.
- **Opportunity Management:** Utilize various platforms such as events, value creation activities, seminars, symposia and conferences to secure brand loyalty and scientific leadership through product representation and promotion in allotted budget.
- **Team Management & Development:** Responsible for effective management and control of field force. Nurture sales and marketing teams through training and development in order to sell and negotiate with important and enterprise accounts.
- **Forecasting:** To establish effective Sourcing Plan for all relevant products based on product demand, market analysis and sales forecast balancing supply and demand to maximize economic profitability.
- **Customer Relationship Management:** Ensure Customer Relationship Management (Sales force.com) which is a business planning and forecasting tool. Establishes and maintains effective relationship with customers and gain their trust and respect. KOL management is always a prime objective.

Key Account Manager

**Novartis Pharma (Pak) Ltd
(Sandoz BU)**

(Oct 2006 - July 2011)

Regional Sales Manager

Macter International

(May 2005 - Oct 2006)

Regional Sales Manager

Werrick Pharmaceuticals

(Jun 2001 - Oct 2002)

National Distribution Manager Global Pharmaceuticals

(May 1995 - May 2001)

Medical Representative

Bristol Myers Squibb

(May 1993 - May 1995)

Medical Sales Officer

**Rhone Poulenc Rorer
(Currently Sanofi)**

(Feb 1990 - May 1993)

PROFESSIONAL TRAININGS and COURSES

- Miller-Heiman Sales Module training-Singapore(DISC Sales Version)
- Program on Finance for Non-Financial Managers at LUMS, Lahore
- Negotiation Skills at LUMS, Lahore
- Negotiation Skills at Novartis Resource Development
- Stress and Time Management.
- M1 Training Course at Bangladesh
- Certified for different in house courses on Selling Skills in all organizations.
- MBO Training Course

EDUCATIONAL CREDENTIALS

Year	Certification	Institute
2006	MBA (Marketing)	Preston University, Islamabad
1989	Graduation (Pre-Medical)	University of Punjab

PERSONAL SNIPPET

Date of Birth: 05-06-1969
Marital Status: Married