

Resume Sameer Abdul Ghani



Personal Info

Name : **Sameer Abdul Ghani**
Address : Plot # 232/5/1 Hira Classic Flat # 105 Soldier Bazar # 2
D Abro Road Garden East Near Pakola Masjid Karachi,
Pakistan
Marital Status : Married (1 Daughter)
Date of Birth : 5th January 1985 (**30 years**)
Nationality : Pakistani
Mobile No. : **+92 333 3463758**, Home PTCL #: **021 322 42717**
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Objective:

To develop and propagate marketing and business plans by analyzing market data and competitive situations to achieve long and short term goals of assigned products.

Current Experience:

Working as a **Product Specialist (Product Manager)** in Bone & Pain Franchise looking after "**Ternelin (Tizanidine)**" in "**Novartis Pharma (Pakistan) Ltd**" since 2010

Current Job Responsibilities:

- ✦ I have been successfully developing and implementing marketing strategies for Bone & Pain Franchise for Brand for **Ternelin (Tizanidine Muscle Relaxant)** which has a **worth of 157 Million PKR MAT 1Q/2015**
- ✦ **Developed and design very innovative promotional campaigns** not only for Ternelin in focused disease management areas but also for each Voltral SKU (including oral, injectable & suppository formulations) and Caflam in major indications by maintaining ethical standards on quarterly basis
- ✦ Delivered the **products competitive edge (knowledge)** to sales force with the assistance of Rebuttals for competition and trained them on product related **clinical studies** and **Basic Prescribing Information**
- ✦ Formulate strategic, marketing and tactical plans for **on-going and future product launches** and ensure their implementation to achieve sales, profitability and market share targets
- ✦ Prepare and share **IMS Sales Analyzer** findings on monthly basis and had a solid command on **IMS Rx** data available on semester basis and build a solid foundation on the information gathered through IMS.
- ✦ Spend **Advertising & Promotional Budget (A & P)** wisely on designated marketing initiatives and efficiently do resource allocation as per the need and requirement
- ✦ Maintaining close relationships with **Supply Chain** to monitor **inventory management** for **commercial and sample packs** along with procurement department for delivery of all promotional material in timely fashion
- ✦ **Expert in holding Scientific Meeting, Symposiums, Conferences and CME Activities** by engaging key societies of doctors with a strong follow up.
- ✦ Developed many **Key Opinion Leaders (KOLs)** for my brand from different specialties segment.
- ✦ Launched **reward and recognition** platform in form of innovative incentive campaigns for Novartis Field Force & distribution field force to motivate them and energize them to achieve extra mileage.

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Reward & Recognition:

- ✦ Received **President Award for Best Marketer of the Year** in 2012 from **CEO (Shahab Rizvi)** of Novartis Pharma (Pakistan) Ltd.
- ✦ **Won Champions Marathon Incentive** to PC Bhurban in 2013 by our Franchise Head Mansoor Ali Jafari for delivering Best Performance in 2013
- ✦ **Award of Best Team Player** in 2014 by our Franchise Head Mansoor Ali Jafari
- ✦ Among the **80 top finalists** for Long Live Life Award 2015 out of 7000 associates globally

New Product Launches:

- ✦ Launched **Caflam** and **Voltral New Look** in 2013
- ✦ Been a key team player in **launching Voltral 25mg and Voltral 100mg Suppository** in 2012
- ✦ Launched independently **Caflam T-2 Pharmacy Pack** in 2010

Product Expansion:

- ✦ Launched Ternelin in **Speciality segment** i.e. Neurology & Neuro Surgery
- ✦ Caflam in **Post-Operative Dental Pain**
- ✦ Voltral 25mg Suppository in **Paediatric segment**

Mega Initiatives:

- ✦ **Spasticity Summit Season 3** in collaboration with Pakistan Society of Neurology (PSN) Aug 2015
- ✦ Disease Awareness Initiative **Pain, Disability and Treatment 2015**
- ✦ **Pain Studio 2014-15**
- ✦ **Nova Pharm** Initiative for Pharmacies **2014-15**
- ✦ Voltral New Pack Launch with **QR code 2015**
- ✦ **Trade Marketing** and Merchandizing

Personal Qualities:

- ✦ Strong Follow up
- ✦ Problem Solver
- ✦ Strong interpersonal skills
- ✦ Excellent communication skills both verbal and written
- ✦ Strong Analytical skills
- ✦ Committed team player

Educational Background:

- ✦ Master's In Business Administration (**MBA**) In June 2010 (Bahria University)
Major Marketing (CGPA 3.05)
- ✦ Bachelors In Business Administration (BBA) In 2009 (Bahria University)
Major Banking & Finance (CGPA 2.73)
- ✦ **I.Com** in 2003 (Commecs Institute of Business And Emerging Sciences)
- ✦ **SSC** in 2001 (New Day Secondary School)

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References:

- ✚ **Mr. Asif Qureshi** Group Product Manager at Novartis Pharma Pakistan 0300-8494346
 - ✚ **Mr. Mansoor Ali Jafari** Franchise Head Bone & Pain Novartis Pharma Pakistan 0300-8630368
 - ✚ **Prof. Mohammad Wasay** Neurologist Aga Khan University Hospital Karachi 0333-2234688
 - ✚ **Mr. Merajuddin Ahmed** Ex HR Head Novartis Pharma Pakistan Ltd. 0301-8252252
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