



ZAFAR MEHMOOD MALIK

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PROFILE SUMMARY – Position Applied for –Marketing Manager in National Pharma (ISB)

- Total 16+ Years of Sales & Marketing experience in multinational pharmaceutical.
- 9 years in Country Operational Marketing as Product Management. (Bayer Healthcare)
- 8 years in Sales Management including around 4 Years at Supervisory Level (Schering & Bayer)
- Well acquainted with Bayer's Brands, Customers & Markets & Systems.
- Successful Brand Launching Experience of Life Style brand “Yaz” in Women HealthCare.
- MBA in Marketing & M.Sc. in Clinical Microbiology.
- Self-motivated, Hardworking & Result Oriented Leadership Approach with strong follow up.
- Proven ability & successful track record of achievements at supervisory level & team building.
- Good team player and strong Leadership & Analytical skills. Ability to lead marketing team.
- Excellent interpersonal skills, strong communication and presentation skills.
- Well versed with computer technology, Digital Marketing Concepts & latest marketing tools.

SALES RESULTS (CURRENT YEAR YTD TILL MAY 2016)

- Total YTD Sales Value Achieved 745 Million i.e. 101% with Growth of +21% (till 16th June 2016)
- Key Brands Achievement YTD June 2016 & GOLY: Yaz 104% & Growth +36%, Mirena 100% & Growth +10%, Meliane 95% & Growth +8%, Progynova 95% & Growth +5%.

ACHIEVEMENTS: AWARDS & RECOGNITIONS

- Yaz Sales Achievement Award for 2015 by Closing Sales at 103% & a growth of +21% .
- “Your Life – WCD Song” shortlisted in BCG Excellence Award 2014 for “Best Customer Focused Communication”.
- “Global Communication Excellence Award 2011” received from Bayer CEO Dr. Marijn Dekkers.
- “Best Product Manager of the Year 2011 Award”.
- “Communication Excellence Award 2010 – Awaz-e-Shaheen”.
- “Global Star Award & Golden Star Award 2008” among Region APAC.
- “Best Team Leader of the Year 2007 Award”.
- “District Sales Manager of the Year 2006 Award”.

KEY PROJECTS (SALES & MARKETING)

- Thought Leader Profiling & TL Management.
- Customer Classification & Doctor Database Updating.
- Field Force Skills Enhancement Trainings. Joint field working for their Development & Motivation.
- Digital Projects: Website www.your-life.com.pk , Mobile Application, Digital Detailing Closed Loop Marketing. Flash Videos & Animations for Brands. E-Learning Training Modules.
- Market Research Projects, Advisory Board Meetings, Focus Group Market Research.
- Brand Planning for 2017, Budgeting & Forecasting for 2017. Sales & Operational Planning for BU
- CME Programs in collaboration with Medical Institutions & Health Awareness Project

- World Contraception Day Project. World Menopause Day, World Population Day, Mother's Day.

WORK HISTORY – 16 YEARS

Senior Product Manager (WHC) 8+ Years Bayer HealthCare Pharma Oct 2007 – May 2016

Responsibilities:

- Brand Management & Operational Marketing Responsibilities for Women Healthcare Brands e.g. Managing Promix, Preparing & Execution of Brand Plans. Training of field force.
- Manage Product Life Cycle and develop country strategic and tactical plans for WHC Products.
- Drive sales by identifying the major communication channels, planting the right promotional message and expertly establishing the right promotional mix suited to the company's objectives.
- Identify key opinion thought leaders (international and national) belonging to the field of medical expertise early in the drug development process to provide advocacy, advice, activity and key marketing feedback.
- Successful launch of Brand Yaz in Contraception Market.

Achievements:

- **Finalist in "Global BCG Excellence Award 2014"**.
- **Global "Communication Excellence Award 2011"**.
- **"Best Product Manager of the Year 2011 Award"**.
- **"Communication Excellence Award 2010"**.
- **"Global Star Award & Golden Star Award 2008"** among Region APAC.

Area Sales Manager (Dermatology) 9 months Bayer Schering Pharma Jan 2007 - Sep 2007

Responsibilities:

- Ensure sales targets are met by adeptly and efficiently handling field force and motivating them for persistent progress and promoting healthy competition.
- Developed a fresh sales team being directly involved in every process from interviewing, assessment to final selection of Scientific Promotion Officers (SPO).
- Planning, assigning targets, providing guidance and periodically reviewing performance to ensure results from field force.

Achievements:

- Achieved **"Best Team Leader of the Year 2007 Award"**
- My Sales team won **"Best SPOs of the Year 2007"** award, and team won Cup of Highest Achievement i.e. **"GM Cup"** in 2007.
- Mentor of subordinates who became highest performers and won promotions as Area Manager, Sales Managers and Product Manager.

District Sales Manager (Dermatology) 3 years Schering Asia GmbH Nov 2003 - Dec 2006

Responsibilities:

- Achieve sales targets for Dermatology range by efficiently handling field force and motivating them for persistent progress and promoting healthy competition.

Achievements:

- Achieved **"District Sales Manager of the Year 2006 Award"**
- Trained fresh Team and converted them into super star sales professionals.
- Three team members achieved 1st, 2nd and 3rd Prize of **"SPO of the year 2006"**.

Scientific Promotion Officer (Dermatology) 4 years Schering Asia GmbH Nov 1999 - Oct 2003
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Responsibilities:

- Scientific Promotion of Dermatology range of products involving front line interaction with skincare professionals and general practitioners
- Representing the company in exhibitions and trade shows and handling customer queries pertaining to the pharmaceutical and clinical aspect of the products
- Specialist in institutional sales and sales to dispensaries and major hospitals

EDUCATION – M.Sc & MBA

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| • MBA - Marketing | Virtual University of Pakistan | Completion Year - Mar 2012 |
| • M.Sc. - Clinical Microbiology | University of Karachi | Completion Year - Dec 1998 |

PROFESSIONAL COURSES & TRAININGS

- Building Strong Pharmaceutical Brands 3 Days Workshop by IBA Centre of Excellence.
- BIMS Online – Bayer’s International Management Simulation – 3 Months online Course
- Bayer Leadership Program – Learn to Lead I – 4 days Workshop
- Strategic Marketing I & Strategic Marketing II by MTAC Germany 3 – 4 Days Workshop
- Marketing Excellence Foundational Training by Regional Marketing Excellence Champion.
- Bayer Sales Management Excellence Training by MTAC Germany. 4 Days Workshop.
- Bayer Marketing Excellence Framework – 5 Strategic Qs by Global – & MEFT Online Training
- Workshop Finance for Non-Financial Managers
- IMS System 500 “Area Sales Management in Pharmaceutical Industry” by David Jacka
- Bayer Schering Pharma Sales Excellence Training by Dr. Hwa Chia.