ADEEL AHMED SIDDIQUI

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**ACADEMIC QUALIFICATION:**

MBA (Marketing) New Ports Institute of Communication & Economics 2014

B.Sc (Microbiology) University of Karachi 2004

**CONCENTRATION IN:** *Sales, Marketing and Customer Relationship Management.*

**PROFESSIONAL EXPERIENCE**

## GLAXOSMITHKLINE LTD. (GSK) Product Specialist in Grade D4

## Mar 2012 – Present

* Responsible for marketing and sales for Neuro- physicians and Psychiatrists community hospitals in Karachi.

Accomplishments include:

* District Product Specialist of the Year - 2010.
* Number one ranking in sales South Region – 2011.
* Expanded responsibilities included: District Trainer, Interview Selection Workshop, and Safe Driving coordinator.

## GLAXOSMITHKLINE LTD. (GSK) Medical service executive specialty CNS portfolio

Apr 2005 – Mar 2012

* Responsible for sales and marketing at major teaching hospitals in Karachi City.
* Expanded sales volume by obtaining ten significant formulary approvals in two years.

Accomplishments include:

* Top ranked MSE in region for AED sales.
* Top 5 in region for total sales in 2007.
* Obtained formulary contract with largest, private Hospitals in Karachi City.
* Top 4 in GSK National Product Knowledge Quiz for 2008-2009.

## AKHAI PHARMACEUTICAL PVT LTD. Territory Manager

Apr 2004 – Apr 2005

* Responsible for marketing and sales at key teaching, city, and government hospitals in metropolitan area of Karachi.
* Emphasis on large General Medicine practices, centers, regional buying groups and wholesaler management.

Accomplishments include:

* "TM of the Year" in 2004 for Akhai.
* Sales Contest Winner, New Products for 3rd and 4th Quarter 2004.
* Top Territory manager in sales increase for 1st quarter 2005.

**PROFICIENT IN COMPUTER COURSES:** Microsoft Office, Hardware, Graphics softwares.

**TECHNICAL TRAININGS**

* Two day training course on PROJECT MANAGEMENT, from CMD Lahore.
* Three day training on STAR PERFORMER with GSK.
* One day training course on NEGOTIATION SKILL, from NAVITUS.
* Two day training course on ART OF COMMUINICATION, from NAVITUS.
* Training on BUILDING CUSTOMER RELATIONSHIP, from WINNING EDGE.
* One day training course on SUCCESS WITH EQ, from NHR Karachi.
* One week training on Worldwide Sales Force Excellence (WSFE), with GSK.
* One month Initial Training course (MEDICAL) with GSK.
* Building brand image through exhibition and seminars, and one to one detailing with physicians.
* Developing trade channels and business portals (Institutional business like, PIA, State Bank of Pakistan, SSGC, OGDC, PTCL etc)
* Drive sales performance and ensure sales forecasts and assigned budgets meet or exceed therapeutic and territory expectations.
* Plan 6-8 physicians visit/day, convinced them by changing their practices and behaviour on assigned products.
* Identifying new business by developing new customers and update their profile on online software (IJSFA-compass).
* Maintaining profile database and making changes as per changes in the industry.
* Regularly use a variety of analytical tools to understand and evaluate the business in order to best determine how to accomplish sales objectives.
* Maximize sales revenue in assign territory and monitor sales weekly and monthly basis.
* Develop KEE (Key External Experts) and build business oriented relationship, use their expertise to arrange media campaigns, seminars etc. The objective is to change practicing habits of the physicians at large.
* Develop product and disease awareness in the physician community and effectively educate and engage healthcare professionals in dialogue about clinical evidence, approved indications, and product efficacy/safety profiles to support on-label prescribing for appropriate patients.
* Ensure 100% achievement of assigned sales target
* Develop and maintain in-depth knowledge of market, demographic, and managed care information relative to assigned sales territory (Karachi, Hyderabad, Thatta,Sajawal,Mirpursakro,Gharo)
* Work as a Team to derive result.

**REFERENCES**

Available upon request.