**ADEEL SYED**

House # B-67, Airport Road, Karachi

Date of Birth: February 3, 1990 | Contact (Cell): +923353863036 | Email: adeelsyed\_ph@yahoo.com

**Areas of Interest**

Pharmaceutical Marketing

**Scholastics**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Institute** | **Year** | **Grade / CGPA** |
| MBA | Institute of Business Management | Continue with 3.2 CGPA | |
| Pharm D | University of Karachi | 2012 | 2.70 |
| Intermediate | Government Degree Science College, Karachi | 2007 | A |
| Matriculation | Little Master Model School | 2005 | A-1 |

**Professional Experience / Trainings**

**Himont Pharmaceutical Jan 2015-Present**

Designation: Assistant Product Manager

Primary Responsibilities in FALCON Division

* Development of Annual Marketing Plan. Also make marketing strategies for new products launch.
* Provide necessary training and technical expertise to sales team.
* Design strategies to maximize the profitability of product lines.
* Coordinate with production, quality assurance, supply chain, medical affairs and the field staff for all assigned product related tasks and queries.
* Monthly field visits to monitor execution of cycle promotional plan as per agreed guideline provided during the cycle meetings. Take necessary corrective action in case of any deviations.
* Assess customer attitudes by designing market research projects. Regular contact with key customers to check their opinion for assigned products and services.
* Conduct market survey before commencement of a new launch/ line extension/ new indication to understand the customer needs and perception.
* Develop quarterly media plan of assigned products for judicious and efficient utilization of promotional tools.
* Quarterly analysis of IMS data along with monthly internal sales data review for the purpose of monitoring, evaluating, controlling and taking necessary actions so mutually agreed sales and market share objectives are achieved.
* Detailed briefing to the advertising agency two month prior to the next cycle on designing of promotional material, subsequent printing and timely dispatch to the field force.

|  |  |
| --- | --- |
| **Novo Nordisk** | **August 2013** |

Designation: Product Specialist

Primary Responsibilities:

* Responsible for the promotion of Mixtard30.
* Customers and Territory development.
* Arrangement and monitoring of Sales activities
* Make effective and efficient plan to provide growth to the company and increase the market share.
* Cabinet responsibilities of NEST reporting, team training and product knowledge, competitor activities, and daily sales form Korangi depot, NOVOcare team coordination.
* Build good relation with KOLs to increase prescription levels and engage them in different effective activities.
* Report ADR and customer complaints to clinical medical department.
* Report competitor activities to marketing department.
* Educate patients and assist doctors in patient counseling.

|  |  |
| --- | --- |
| **Memon Medical Hospital** | **April 2013 – June 2013** |

Designation: Hospital Pharmacist

Primary Responsibilities:

* Patient counseling.
* Maintain the inventory of pharmacy.
* Dose calculation and resolve the queries of costumers.
* Maintain the data of prescriptions and inventory
* Keep an eye on floor stock / nursing station cabinets.
* Interventions.

**Skills**

* Communication, confidence, creativity.
* Teamwork, proactive, ability to work under pressure, delegation, commercial awareness
* Dispensing and patient counseling, retail and selling skills
* Ability to work independently and in a team
* Good learner and multi-tasking ability, always positive attitude.
* Customer interpersonal skills.
* First aid skills

**Trainings**

* Individual training program.
* Planning and organizing.
* Time management.
* Competitive selling.
* Competency frame work.
* Personal grooming and business antiquates.
* Business ethics.
* Novo Nordisk way of selling.

**Personal Interests**

* Swimming, football, running, badminton.
* Travelling.
* Work for welfare NURTURE FOUNDATION.