#### **Adnan Fahim**

# B-8, Row A, Block 1, Kaneez Fatima Society, Karachi Pakistan

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PROFESSIONAL EDUCATION:

###### M-Phil (Part I) 2005

University of Karachi

Pharamacognosy

MBA 2002

PIMSAT

###### B.Pharmacy 2000

###### University of Karachi

OTHER SKILLS:

## **Management:** Interface with various department, plan and manage activities within the resource & time constraints. Effective analytical & research skills & deep knowledge of territories all over Pakistan. Staff evaluation for promotion & raise. Organized different conferences & seminars.

**Communication:** Effective written & verbalskills, writing reports preparing annual marketing budget.

**Computer:** MS office, MS outlook, windows 98, MS Power point& MS excel.

### PROFESSIONAL EXPERIENCE:

**August 2014 to till Date**

**Marketing Manager**

**Parazelsus Pakistan (PVT) Limited**

Duties:

* Working with Business Development Manager for Launch of some innovative Pharmaceutical APIs from the platform of Parazelsus Pakistan.
* Provide all Marketing & Sales details/information through the help of IMS to European companies & make a business proposal for them.
* Approach customers locally & internationally for the distribution/agency business of their products in Pakistan.
* Developed strategy & plan for Launch of ‘PRECIZ’ Pregnancy strips from the platform of Parazelsus Pakistan & in first month record sales of 14 million PKR in a spam of seven months. Job responsibility is selection of vendor, negotiation, development of product, freight working, overall P&L and last keep a track on customs clearance. Launch at 14 branches & manage the sales.
* Take approval on P&L for Male Contraception from management & design ATL & BTL activity. Major ones are digital marketing, OOH & radio campaign. Route to Market strategy for our Male Contraception product expecting yearly sales of 60 million PKR.
* Working with German Leading Phytoceuticals for the launch & marketing of their products in Pakistan.
* Providing in depth working for registration of drug in Pakistan for Mission Pharma –Denmark.
* Induction of Zafa Pharma (Sukkur), Bayer healthcare (OTC), Kaizen Pharmaceuticals & DKT Pakistan in Parazelsus portfolio, make their turnover approx. 9.2 billion PKR annually.
* Working for Lactulose sweetener & develop a P&L for Locally manufactured product. Provide all support to local manufacturer for product development.
* Providing business ethics training to DSRs.
* Market research of Health trade (Switzerland) for their Gynae products & compiling for the results.

**November 2011 to July 2014**

**Deputy Senior Manager Marketing & Sales**

**Marie Stopes International**

Duties:

* Managing PMDUP Project with team of qualified professional.
* Managing Marketing & Sales of Femplant & Misoclear with additional field force (Pan Pakistan).
* Monthly sales report to CEO for Misoprostol & define him the link between PMDUP Pharmacies with CSM Pakistan.
* Visit along with field force to all leading Gynecologists, LHVs, and TBAs (Tertiary Birth attendant)
* Liaison visits to all Government & Private Professional for Misoprostol & Femplant and keep an eye on sales.
* ATL & BTL activities of CSM OTC Product Portfolio.
* Define Monthly /Yearly targets for Misoprostol and get feedback from field force.
* Hiring distributor for EZ123 (Pregnancy test strips) Pan Pakistan and follow-up for sales from distributor sales force.
* Designing Sales strategy for Condoms and guide field force for sales.
* Managing Excite-er Capsules (Herbal formulation) for male infertility problem & provide training to field force or male infertility.
* Core Responsibility is to deal product in Government, NGOs & private sectors.

**July 2008 to September 2011, OBS Healthcare Pakistan Pvt. Ltd, Formerly Organon (Now Part of Schering Plough).**

**Group Product Manager**

Duties:

* Managing 400 million PKR business of Organon Pakistan with addition of Generic division & Consumer portion.
* Annual budgeting & forecasting of Organon & generic division.
* All aspects of Sales Promotion & Marketing.
* Supervising two Product Managers plus one Marketing officer along with field force of seven people.
* Market research & chemist’s relationship activity.
* New product research & feasibility & developing marketing plans.
* Taking Psychiatrists & Gynecologists to foreign educational trips for CMEs (Combined Medical education Program) & LSPs (Local Speaker Program).
* Managing Sales of Remeron (Original Mirtazapine) & Tolvon in Organon’s portfolio.
* Managing sales of Puregon, Pregnyl & Ovafin Pan Pakistan level especially IVF centers (Key Accounts)
* Managing company consumer range “Relax Condoms” along with relationship building activity with all leading pharmacies.(Special Assignment).
* Develop marketing plan for Schering Plough, Singapore in coordination with Product managers.

**Sep 2007 to July 2008 OBS Healthcare Pakistan Pvt.Ltd, formerly Organon (Now Part of Schering Plough).**

**Senior Product Manager**

Duties:

* Managing Psychiatry division along with Anesthesia Division of Organon.
* Involve in Launch of Remeron (First NaSSA) in Pakistan.
* Close coordination with business development department during launch of Asenapine in Pakistan.
* Develop good relation with all leading Psychiatrists & Gynecologists of Pakistan.
* Managing generic division (Antibiotics, Antiulcerents & Iron-Polymaltose complex) of OBS Healthcare in Pakistan.
* Arranging DGMs & RTDs with the doctors for Remeron (Antidepressant) & Androxon (Androgens).
* Actively participate in all Anesthesias, Gynecological & Psychiatry conferences in Pakistan.

**June 2006 to Sep 2007 OBS Healthcare Pakistan Pvt.Ltd, formerly Organon (Now Part of Schering Plough)**

**Product Manager**

Duties:

* Designing promotional literatures & campaigns for Androxon.
* Formulating monthly promotional strategies.
* Visiting senior Physicians, Endocrinologists & Urologists.
* Introduction of **PEP (Patient Evaluation Program)** first time in the company resulting increase in market share of Livial & Remeron.
* On job training of field force.
* **“Product Reward scheme**” time to time for field force members. Basic objective is to engage them in field for generation of Prescription.
* Specially working on brand opportunities for the selected products.

**Jan 2004 to June 2006 BSN Medical (GmBH) Germany**

**Product Manager**

Duties:

* Designing promotional literatures & campaigns for

Comprinet pro (DVT stockings).

* Visiting senior surgeons for Opsite range & Primapore.
* Designing scheme for Paragon Tape plus Elastocrepe bandages.
* Launch of Fixomul Stretch in Pakistan & highlighting its benefits among wound dresser pan Pakistan
* Wound Management activity for Intrasitegel & Melolin in different surgical wards of Pakistan.
* Flamazine Cream day in Burn wards.
* Making advertisement plan for selected products.
* Develop relationship with all leading Orthopaedics surgeons of Pakistan for Gypsona & Dynacast.

**Jan 2001 to Jan 2004 SJ&G Fazle Ellahie Pharmaceuticals**

**Medical Representative**

Duties:

* Generating prescriptions for selected territories
* Merchandising of targeted products
* Arranging doctors get together

**KEY THERAPEUTIC AREA’S:**

* Andrology (Andropausal Therapy)
* Male Contraceptive Business( Relax & Ecstasy)
* Gynecology (HRT, Contraception & Infertility)

#### Psychiatry (Antidepressant, Remeron & Tolvon)

##### Orthopedics (Cast & Bandages)

* Anesthesia (Skeletal Muscle Relaxant)
* Medical OTC & consumable goods

**PERSONAL DATA:**

* Married
* Sound health
* Pakistani
* Age 37 years