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**Objective**

A challenging career in a reputable organization leading to a position of responsibility and to be a result-oriented individual of the *dramatis personae*.

***At a glance****……A total of 23 years’ experience in Pakistani Pharmaceutical Marketing & Sales, working with multinational and national companies.*

**Current Professional Assignment**

* Working as Group Product Manager with SJG – FAZUL ELLHI & Continental Pharma Brussels, Belgium since August, 2014 to date. Carrying out product management responsibilities.

***Product Mix:***

* **Antibiotics – (Cephalosporin - Cefixime), New lunch**
* **Antibiotics (Oral and Injectable) - Levofloxacin**
* **NSAIDs -Dexibuprofen**
* **PPI - Rabeprazole**
* **Cough Syrup – IVY leaf Extract (Recently launched)**

**Past Professional Assignments (Marketing)**

October 2013 - July 2014 : Associated in expanding the family business of textile. (Production facility development)

Worked as **Business Unit Head** for ***Indus Pharma Pvt. Ltd (Dynatis Division)***.from October 2012 to September, 2013.

***Central Nervous System &CardioVascular Care Products:***

***Anti Depressants, Anti Psychotics, Anti Epileptic***

**Anti Cholesterol, Anti Platelet Agents**

1. Worked as **Marketing Manager**with***Surge Laboratories Pvt.Ltd***. From June 2010 to September 2012.

Product Portfolio:

***Anti Psychotic Products, Anti Depressant Products***

**Past Professional Assignments (Product Management)**

***Highlights of Product Management Career***

1. ***Specialty in Psychiatry Care Products as Product & Sales Manager***
2. ***Specialty in Allergy Pneumology& Endocrine System related products as Product Manager***
3. ***Experience of Antibiotics (Cephalosporins, Macrolides & Quinolones) products as Product Manager***
4. ***Experience of Musculoskeletal system related products as Product Manager***

* ***Worked as Product and Sales Manager for Pharmevo (Pvt) Ltd.From August 2007 to- June 2010***; carrying out sales and product management responsibilities.

**ProductPortfolio**

***Anti Depressant Escitalopram (Estar)***

***Anti Depressant Fluvoxamine (Voxamine)***

***Anti Psychotic Quetiapine (Kalm)***

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* ***Worked as Product Manager for Surge Laboratories (Pvt) Ltd.From April 2003 to August 2007***; carrying out product management responsibilities.

**Product Portfolio**

Antibiotics, Anti-Histamines, NSAIDs

***Anti Psychotics, Anti-Depressants***

* ***Worked as Product Manager for Platinum Pharmaceuticals Pvt Ltd. From January 2001 to April 2003***

**Product Portfolio**

Antibiotics, Anti-Histamines, NSAIDs

***Anti Psychotics, Anti-Depressants, Anti Epileptics***

H2 Receptor antagonists, Lactolose

* Worked as **Assistant Product Manager** for **Ali Gohar Pharmaceuticals Pvt Ltd.** From July 1997 to October 2000.

Successfully handle product line for *Allergy, Pneumonology and Endocrine system*.

Product Portfolio:

Rigix {Cetirizine}

Phyllocontin {Aminophylline}

Rhinolast {Azelastine}

Theoplus {Theophyline}

Proclor {Cefaclor}

Gluconorm {Glibenclamide}

***Highlights***

Promoted and Moved to Marketing Department after a Successful Sales Career

* + 1. Marketing & sale promotional plans for products assigned.
    2. Chalking out time-to-time strategies by keeping an eye on competitors.
    3. Literature & other sales promotion tools development.
    4. Training of the field force.

**Sales Experience**

**Four years – From 1993 to 1997**

* + Rendered services for **Ali GoharPharmaceuticals**as Senior Sales Promotion Executive. (August 1995 – May 1997)Ranked as top seller for an antibiotic (PROCLOR) from there major turn in career took place when get promoted to marketing department as Marketing Officer.
  + Worked with **RouselUclaf**as Sales Promotion Officer (February1994 - July 1995)
  + Worked in **Eli Lilly Pakistan** ranked as top seller for their leading antibiotic KEFZOL. (Feb 1993 – January 1994)

***Achievements in Sales Career***

* 1. A highly successful sales campaign for RIGIX achieving its sales targets for the year1999-2000.
  2. Won highest sales Prize as good Rx generator in Eli Lilly Pakistan.
  3. Highest number of prescriptions for Proclor (38 in a day) while working with Ali Gohar as Sales person.
  4. Achieved the target of Gluconorm for the fiscal year 1998-99 as Assistant Product Manager.

***Courses and Conferences***

* Marketing and Product Development Courses from IBA, PIM etc
* Participated in International & National Conferences abroad and Pakistan

**Education**

1987-1992

* M.Sc. Chemistry (Analytical) University of Karachi - Pakistan
* B.Sc (Hons.) Major in Chemistry, Physics &Mathematics.University of Karachi - Pakistan

1985 - 1987

Higher Secondary School Certificate ***(Intermediate)*** with – Maths – Physics – Chemistry – English – Urdu - Islamic Studies from Govt. National College Karachi.

1983 - 1985

* Secondary School Certificate ***(Matriculation)*** with – Maths – Physics – Chemistry – Biology – Pakistan StudiesEnglish – Urdu- Islamiat from Gulshan Cambridge School Karachi.

**Skills and Competencies**

1. Event Management (CMEs, RTD, LSPs, Calendar Launching etc)
2. Good hands on knowledge of IMS Plus and PKPI. (Remained corporate coordinator for IMS plus with Pharmevo. Pvt. Ltd.)
3. Initiating Corporate Image Building activities like calendar, documentaries, out of the box ideasfor giveaways. Posses’ good knowledge for development of promo material like offset printing technologies, multimedia operations, and advertising acumen.
4. Arranged and delivered various training programs for the field force regarding Product and relevant Disease knowledge.
5. Have good working knowledge of Adobe Photoshop, Freehand, Microsoft® Windows XP, Office 2003, including Word, Excel, Power Point .

**Avocations**

* 1. Reading periodicals regarding topics of Advertising, Marketing and Informational Technology;
  2. Attending informational seminars pertaining to topics of Advertising, Marketing and Management;
  3. Travelling, Hiking and Swimming.

**Personal**

1. Father’s name Mohammad Haroon
2. Date of Birth July 28, 1970
3. Gender Male.
4. Marital Status Married and father of a son
5. N.I.C. 42201-0755032-7

**References**

References will be furnished if required.