**

**DR. AZHAR MEHMOOD**

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**CAREER GOAL**

To work for a reputed healthcare organization that offers a challenging environment and opportunities for growth.

**WORK EXPERIENCE**

I am experienced in sales and marketing. During my tenure in sales and marketing, I enjoyed working on research brands of the Principal foreign accounts of the company, as well as earned experience of competition of generic market of Pakistan.

I was responsible to monitor and control marketing strategies to enhance brand awareness & loyalty and support sales team in achieving their budgets, through; relationship building activities & field work.

January, 2013 to November, 2015 Angelini Pharmaceutical (Pvt) Ltd

**Business Unit Manager**

November, 2009 to December, 2013 Angelini Pharmaceutical (Pvt) Ltd

**Training & Product Manager**

October, 2004 to June, 2007 Scharper Pharmaceutical (Pvt) Ltd

**Product Manager**

July, 2003 to October, 2004 Qarshi Industries (Pvt) Ltd.

**Product & Sales Coordinator**

April, 2002 to July, 2003 Brookes Laboratories (Pvt) Ltd

**Assistant Product Manager**

**Key Achievements & Responsibilities:**

* Angelini is ranked in top 160 companies of Pakistan by sales volume.
* Developed sales of Centurion group to 9 Million per month with average growth of 20% per annum.
* Worked on European Research Products (Monurol, Spasmex & Brumixol)
* Established Monurol a renowned brand for the treatment of UTI and increased sales volume of Monurol from 1,500 to 5,000 in mere three years with average growth of 45% per annum.
* Established sales of Spasmex (Injections + Tablets) company’s top selling brand with a combined value of 52 Million per year with an average growth rate of 14% per annum.
* Made monthly or quarterly sales targets to field force
* Developed result oriented sales team of 50 people in Pakistan
* Closely monitored sales of each product (Discussion on Target, Achievement, Deficit)
* Conducted quarterly managers meeting for product & sales discussion
* Personal liaison with loyal customers (Obligations, Stationery or Conference Participation).
* Time to time developed pools of customers for specific brands as per company’s marketing strategies.
* Responsible for hiring and replacement of field force
* Appointment of distributors in pan Pakistan and solved conflicts related to receivables and sales.
* Conducted product and sales training of field force
* Development of marketing plan in changing market environment
* Made product training manual for field force
* Preparation of promotional material & tools
* Successful conduction of new product launch & training session
* Worked on customer expansion strategy
* Small scale activities to involve maximum number of customers
* Worked on Rx increase
* Participation in national and international conferences
* Made scientific promotion the core strength by conducting Foreign Speaker Program and Local Speaker programs.
* Developed liaison with leading Gynecologist, Urologist and Psychiatrist of Pakistan.
* Developed patient information booklet on UTI
* Well versed in English and Urdu (writing and speech)

**ACADEMICS:**

***Year Degree Institution***

2008 MD/MBBS IUFS (International University of Fundamental Studies)

Saint Petersburg Russia

2004 MBA MAJU (Muhammad Ali Jinnah University) Karachi

2002 BEMS Hamdard University Karachi

1996 Intermediate Cadet College Hasan Abdal

1994 Matriculation Cadet College Hasan Abdal

#### INTERNATIONAL TOURING & CONFERENCES:

* Attended SAFOG Gynae Conference in Colombo **Sri lanka, 2014**
* Visited Kandy and Elephant Orphanage (**Sri lanka)** with top Gynecologists in **2014.**
* Participated in SAFOG Women’s Health Conference in Agra **India, 2013.**
* Participated in FIGO Rome**, Italy,2012.**
* Visited Florence and Pisa **(Italy)** with top Gynecologists in **2012.**
* Arranged Presentation of Prof. Kurt Nabar on Monurol with leading Gynecologists in **Dubai, 2011.**
* Participated and attended presentation of Prof. Navolion on Lantigen in **Dubai, 2010.**

#### INTERNATIONAL TRAININGS:

* Got product training from Dr. Roberto Sala and Dr. Paolo (Zambon) on Monurol (Fosfomycin Trometamol) Sachet FDA approved One time One Dose treatment for UTI and Fluimucil (N Acetylcysteine) Sachet The Best Mucolytic – Antioxidant for Respiratory tract in **Milan (Italy) 2009.**
* Got product training from Dr. Rinaldi (Bruschettini) on Brumixol (Ciclopiroxolamine) vaginal Ovules Anti-Mycotic and Lantigen B (Bacterial Antigen) Vaccine for the prevention of RTI in **Genova (Italy) 2009.**
* Got training of Gynae and Liver Products from Elder and Millennium Pharma **New Dehli, India, 2007**

**PERSONAL DATA:**

Date of Birth: April 15th 1978

Place of Birth: Chakwal, Pakistan

NIC #: 37201-1599976-7

Marital Status: Married

**REFERENCES:** Available upon request