Dr. SObia RASHEED

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PROFILE

* 8+ years brand management experience of OTC, pharmaceutical products, equipments and diagnostics lab
* MBA (marketing) and MBBS
* Valid UAE driving license
* Fluent in English (IELTS: 8), Hindi, Urdu and French (In process from Alliance Francais)

EXPERIENCE

**SRL Diagnostics, Fortis Healthcare Group, Middle East & North Africa**

*Working as Marketing Manager from August 2014 – to date*

* + - Initiating projects on increasing Walk in customer base
    - Planning Strategies on important products in the company
    - Planning on Social media expansion (website updating, Social networking)

**Mepha/Acino Pharma, Associated Gulf Countries**

*Worked as* ***Product Manager*** *from Feb 2012 – Feb 2014*

* + - Launched Xylometazoline Nasal Spray in UAE, Qatar and Oman
    - Managing brands such as Diclofenac, Cephalosporins, Omeprazole, Vitamins and Nasal Decongestant
    - Developing Strategies and proposing marketing plans and activities for assigned products
    - Arranging local events like Duphat, international conference participation, registration and traveling for the doctors
    - Traveled to Switzerland and France to attend the strategic marketing meetings of the Head Office
    - Training of the field force and handling customer queries
    - Preparing and delivering Product presentations to the doctors
    - In collaboration with the agency, designed and printed company advertisements in Gulf News

**Getz Pharma Limited, Pakistan**

*Worked as* ***Product Manager*** *(Diabetes) from Jan 2011 -Feb 2012*

* + - Managing the brand activities of Insulins (Human Insulins)
    - Launched “Insulin Glargine” in Pakistan (second after the brand leader, Aventis)
    - Designed and initiated the clinical trial of human insulin in major hospitals
    - Developed the feasibility report of Insulin Pens Launch in Pakistan
    - Created liaison with the Health Care Sector by regular visits and follow-ups
    - Developed Strategies and marketing plans for my products
    - Forecasted Sales and monitored and helped in achieving the Monthly Sales Targets
    - Was one of the key event organizer in setting and managing stall and activities in IDF 2011 (International Diabetes Federation) conducted in Dubai
    - Was involved in analyzing and proposing new products for new business development

**Roche Pakistan Limited**

*Worked as* ***Product Manager*** *(Diabetes) from Aug 2008- Jan 2011*

* + - Successfully launched Accu-Chek in all regions of Pakistan
    - Designed and implemented the TV campaign for Accu-Chek (advertisement and awareness bulletins)
    - Successfully designed and carried out all branding and lighting activities on World Diabetes Day at all famous spots in Karachi, Lahore and Islamabad
    - Designed and carried out TV informative shows with popular Diabetologists for the general public
    - Conducted public awareness seminars and road shows with brand ambassador Wasim Akram in many cities of Pakistan
    - Designed and implemented Radio informative shows on World Diabetes Day
    - Designed, initiated and implemented “the Lady Health workers program” to help achieve sales by entering a new target audience in villages and small towns
    - Successfully organized retail events for retailers and masses to enhance their product knowledge
    - Developed and designed the advertising themes, advertising and promotional items like brochures, print advertisements
    - Conducted free blood sugar testing camps in major corporate companies (Shell, Citibank, PSO, MCB) to increase the importance of early detection of Diabetes
    - Looked after the Health Care Sector and the Pharmaceutical Segment
    - Developed Strategies and proposed marketing plans for my products
    - Forecasted Sales and monitored and exceeded the Monthly Sales Targets
    - Ordered and maintained the stocks in SAP globally and timely distribution to all regions
    - Managing and utilization of short expiry products
    - Developed the Training materials and trained the Field force, healthcare personnel and the customers on products and their handling
    - Traveled to Singapore, Hong Kong and Cairo to participate in Regional APAC meetings

**Macter Pharma Limited, Pakistan**

*Worked as* ***Assistant Product Manager/Management Trainee*** *from Jan- Aug 2008*

* + - Performed all brand activities as mentioned above

**National Institute of Child Health, Pakistan**

* + - Worked as House Officer in Pediatric Surgery and Medicine
    - Internships in Jinnah Hospital, Ziauddin Hospital and Liaquat Hospital

Education & Professional courses

* MBA (Marketing) Hamdard University 2006
* MBBS Baqai Medical University 2004

references

* Will be furnished upon request.