# Kashif Ahmed Usmani

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## CAREER OBJECTIVE

A passionate, confident and responsible Manager with 7 years of extensive experience in areas o of Sales & Marketing & 3 years in Packaging & QC. A Peoples Manager par excellence, with focus on developing, motivating, inspiring and leading a promotional team of Neutrogena to perform at the highest level and achieve business goals

## PROFESSIONAL EXPERIENCE

# ZONAL SALES MANAGER – NEUTROGENA (South Region):

# JOHNSON & JOHNSON – PAKISTAN PRIVATE LIMITED. (May- 2013 till to date)

* Responsible for Pakistan’s South Region (Sind & Baluchistan) entire Promotional operation of Team Neutrogena. Successfully managing professional team of 7 peoples. Develop a strong promotional team for managing more than 500 HCPs.

**Job Responsibilities:**

* Monitoring, target planning, sample planning and execution planning for professional program for Neutrogena.
* Bifurcates and executes targets/plans based on company provided annual sales targets among HCEs.
* In time bifurcate month wise and product wise all company provided sales targets.
* Manage all day to day sales and promotion related matters of Professional team to run sales operation smoothly.
* Cultivate and maintain effective business relationship with all KOLs, Leading Pharmacies & Key contacts of IMT and LMT.
* Establish a planned program for product training & sales coaching of promotional team on all aspects of the products & sales process. Travel extensively to meet HCPs and to coach HCEs in the field.
* Establish a planned program for sales coaching, working with distributors’ sales team on all aspects of the sales process. Travel extensively to meet customers, distributors and to coach distributors’ team.
* Conduct Product Trainings for Brand Ambassadors on regular basis.
* Interact with all other departments within the company like business managements, branch management, supply chain and finance to perform all other duties as needed or required for maintaining Sales growth.
* Collect marketing intelligence regarding counterfeit/parallel imports and provides to senior management to take legal action against them.

**Achievements**

* Successfully done educational & promotional activities with KOLs for Neutrogena like Round Table discussions, mini Symposia’s, direct educational/promotional lectures to college students, skin awareness and protection program with beauticians, Skin awareness programs with different club members, Skin problems educational program with Junior doctors and GPs’.
* Successfully arranged Neutrogena’s participation in PAD Conferences for the year 2011 & 2012.
* Successfully planned and achieved all BTL activities for Neutrogena like College activities, In-store promotion, mall activities, Beauty Salons, sports clubs.
* Achieved all quantitative and qualitative company provided annual targets based on monthly and product wise targets.
* Successfully launched Fine Fairness range, Sun blocks and Deep Clean Wave.
* Successfully executed consumer awareness programs with Key customers, Pharmacies, malls, Colleges, doctors waiting areas, conferences with the help of professional and merchandising teams.
* Achieved vertical and horizontal distribution growth through motivating, In-time trainings of distribution and stockiest sales team.
* Achieved in making strong bridge with other departments (Marketing, supply chain, branch, finance, business heads) for in-time support and guidelines, that helps to overcome all business related issues.
* Successfully collect all market inelegance reports of key competitors which help to make strong plan to achieved company objectives/ Targets
* Achieved all objectives of collecting and providing information related to counterfeit and parallel to concern, which help to make strong plans of minimizing them..

# ZONAL SALES MANAGER – NEUTROGENA (Central & North Region)

# (JOHNSON & JOHNSON – PAKISTAN) Mar- 2011 to April-2013

* Responsible for Pakistan’s (Central & North) Region (Punjab & KPK) entire Promotional operation of Team Neutrogena. Successfully managed professional team of 8 peoples. Developed a strong promotional team for managing more than 700 HCPs.

# HEALTH CARE EXECUTIVE – KARACHI (Neutrogena)

# (JOHNSON & JOHNSON – PAKISTAN) Jan -2009 to Mar-2011

# Resposible for HCPs calls & Pharmacies visits in assigned terretories.

# Successfully arranged different promotional activities like product awareness programs in JPMC. PNS Shifa, Civil Hospital etc & direct consumer samplings & awareness programs at different HCP’s waiting areas.

* Regular monitoring of competitors activities.
* Manage HCEs team of Karachi during Zonal Sales Manager’s outstation visits.

# SALES PROMOTION OFFICER – KARACHI

# LAB CONCERN ASSOCIATES Aug -2007 to Jul-2008

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# Resposible for sales of laboratory instruments & lab grade chemicals to industrial labs & institutions.

# MACHINE CHEMIST– KARACHI

# MOHAMMAD FAROOQ TEXTILE MILLS Nov -2004 to June-2007

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# Resposible for online testing of fabric during wet processing.

# PRODUCTION OFFICER– KARACHI

# SYNGENTA PAKISTAN(Pvt) Ltd. Apr -2004 to Sep-2004

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# Resposible for supervising packaging process of insecticides, pesticides,fungicides & herbicides.

# INTERNSHIP:

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* Six Weeks Internship Training Pakistan National Textile Mills Limited

# CERTIFICATIONS:

* Graduate Assessment Test Certificate National Testing Services Pakistan
* Anti Corruption & Health Care Business Integrity Certificate Johnson & Johnson

# ACADEMIC QUALIFICATIONS:

* MBA-Marketing(Continue) Biztek Karachi.
* MSc – Applied Chemistry University of Karachi – 2003
* BSc (Hons) – Applied Chemistry University of Karachi – 2002
* FSc – Pre Engineering Delhi Govt. Boys College ,Karachi-1998
* Matriculation – Science Delhi Govt. Boys School ,Karachi-1996

# PROFESSIONAL TRAININGS:

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* Effective Sales Call Johnson & Johnson
* Negotiation Skills Johnson & Johnson
* Pharmacovigilance (AE & PQC) Johnson & Johnson

# COMPUTER SKILLS:

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* Microsoft Word
* Microsoft Excel
* Microsoft Power Point
* Internet & e-mails

# PERSONAL PROFILE:

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* Date of Birth 5th November 1978
* Nationality Pakistani
* Marital Status Married
* Religion Islam
* Father Name Israr Ahmed Usmani

# REFERENCES:

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Will be furnished upon request.