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| **C:\Users\Kams\Downloads\Kams.JPG**  **CONTACT INFORMATION**  **Address:**  Flat#202, Block-C4, Sawana city 13D-3 Gulshan-e-Iqbal Karachi Pakistan.  **Mobile:**  +92-3313068505  +92-3403330633  **Email:**  kousar\_kam@yahoo.com  **PERSONAL INFORMATION**  **Date of birth:**  03/06/1988  **CNIC NO.**  45203-5536547-1 | **KOUSAR ALI**  **OBJECTIVE**  I aspire to be a part of the marketing team at a reputable pharmaceutical organization that provides a challenging and rewarding environment. I want to pursue a career that presents potential for growth and development while establishing a professional relationship with the organization where I can prove my talents and apply my knowledge in a manner which would be beneficial for both.  **EXPERIENCE**  **Product Manager**  **Opal laboratories (Pvt.) Ltd from July 1st, 2014 to date.**  **CORE RESPONSIBILITIES**   * Responsible for providing the sales team with the necessary technical expertise to enable them to sell the product. This involved printed and electronic printed material, product manual and trainings, and relevant clinical studies * Responsible for reviewing Product data on new developments regarding the companies or competitors’ products through SALS and other sources * Acting as point of first reference for all product related enquiries and work collaboratively with product development department in clinical trials for that may arise * Conducting research on economic and environmental changes according to product performance and nature. * Close liaison with the field force to assess the suitability of current promotional material and to ensure that printed promotional material is being used optimally * Design market research projects to access customer attitudes to the current product range and new product introductions * Assist to Marketing Manager in development of annual marketing plan and for controlling advertising, promotion and sales ads in accordance with the annual marketing plan * Assist to prepare forecast and constantly monitoring inventory levels, work closely with production and distribution department to ensure timely availability of stock for domestic market as well as for export * To arrange meetings of field force for sales review and new launches at head office and in other cities through-out the Pakistan.   **Assistant Product Manager**  **Opal laboratories (Pvt.) Ltd from July 1st, 2012 to June 30, 2014.** |
|  | **Assistant Product Manager**  **Opal laboratories (Pvt.) Ltd from July 1st, 2012 to June**  **EDUCATION**  MBA (Marketing) Iqra University main campus Karachi in 2011.  BBA (Marketing) Shah Abdul Latif University Khairpur mirs in 2007.  Intermediate (Science / Pre-Medical) Superior Science College Khairpur mirs.  **THESIS**   * “Relationship between product characteristics and their choice of exhibition participation”.   **PROFESSIONAL SKILLS**   * MS Office, SPSS, QM, ERP, SALS.   **ACHIEVEMENTS**   * + - * Awarded certificate of M.Phil from Iqra University main campus Karachi. * Brought sponsorship from Bank al-Falah for an international seminar on “Youth leadership”. * Launching of three Pharma Brands at Opal Laboratories (Pvt.) Ltd * Successful Re-launch of digestive supplement syrup   **INTERESTS**   * Public speaking, Training, Travelling, Community work and acquisition for latest information from a variety of sources. |