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**Dr. Masood Haider**

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**Residential:** 77/5-G Jahangir Road #2 Karachi

**Personal Information:**

**Date Of Birth : 21-April-1988**

**CNIC No : 42000-2521405-5**

**Religion : Islam**

**Objective:**

Seeking a job in a reputed organization with a competitive, professional and friendly environment where my knowledge and skills will be utilized to both add value to the company and enhance my

own career goals.

**Academic Qualification:**

|  |  |  |
| --- | --- | --- |
| **QUALIFICATION** | **UNIVERSITY/COLLEGE/**  **SCHOOL** | **YEAR** |
| **M.B.A**  **(Marketing)** | Bahria University  Karachi | Ongoing |
| **Pharm.D**  **(Doctor Of Pharmacy)** | Hamdard University  Karachi | 2010 |
| **Intermediate**  **(Pre-medical)** | Govt.Dehli College  Karachi | 2005 |
| **Matriculate**  **(Science)** | Happy Home Sec. School  Karachi | 2003 |

**Work Experience:**

**Eli Lilly Pakistan Pvt. Ltd.**

**Jan2014 to Present**

**Area Manager Psychiatry-Neurosciences Portfolio. Karachi**

I work in Psychiatry portfolio for the brand **ZYPREXA, ZYDIS, CYMBALTA AND PROZAC** that is prescribed for treatment of Schizophrenia, Bipolar Disorder, Major Depressive Disorder and Depression**.**

Projects & Achievements:

* During this span of my services to Eli Lilly Pakistan, I achieved 125% in year to date business in my region. Affiliate also recognizes as a highest achiever in the country for the brand CYMBALTA and PROZAC.
* Prepare Marketing Promotional Activities planning and strategies also seek competition activities and review them in front of management or give presentation in business review.

**Jan2011 to Dec2013**

**Product Specialist Diabetes Portfolio**

I work as a product specialist with additional responsibility of marketing coordinator for the brand **Humulin** that is prescribed for managing or treatment of diabetes mellitus**.**

Responsibilities:

* Visiting giant Diabetologist, Endocrinologist, Consultant Physicians, Gynaecologist and General Practitioner where there is more traffic of generics, competition and oral antidiabetic agent, to promote the product and get regular feedback from them.
* Engage all key customers through proper planning, by providing continuous medical education, arrange local speaker programs, round table discussions with them for the benefits of their patients.

Projects & Achievements:

* During this span of my services to Eli Lilly Pakistan, I achieved 60% increase in over the counter sales in my region as well as in institutes business also.
* Prepare Marketing Promotional Activities planning and strategies also seek competition activities and review them in front of management or give presentation in business review.

**Training Related Work Experience:**

CLINICAL PHARMACY TRAINING at JPMC( Jinnah Postgraduate Medical Centre)

(Feb 2009---- Sep 2010)

**CORPORATE TRAINING**

**Workshops and Seminars**

* A **workshop** on "**Patient safety and Role of Pharmacist in Oral Anticoagulants and Adverse Drug Reactions**" at Research Institute of Pharmaceutical Sciences, University of Karachi on 16-03-10.
* Seminar on **"G.I.T. CANCER AWARENESS"** by **Dr. Abid Jamal,** at Sheikh Zaid Islamic Centre, University of Karachi on 16-02-10.
* Seminaron **“CAREER ROADMAP”** by **Shahid Mansoor,** at Research Institute of Pharmaceutical Sciences, University of Karachi on 07-03-09.
* Seminar on "**Building Blockbusters Pharmaceutical Brands**” by **S. Jamshed Ahmed,** at Research Institute of Pharmaceutical Sciences, University of Karachi on 07-03-09.
* Seminar on “**Tissue Micro array Technology for High-Throughput Environment and Colorectal Cancer Research**” by **Prof. Dr. Naseem Ahmed,** at Research Institute of Pharmaceutical Sciences, University of Karachi on 22-02-09.
* **ISO 9001 : 2000 QUALITY STANDARDS (5July 2007)**

Training for standards and procedures for quality standards**. (National Institute of Labour Manpower And Oversease Pakistan, Government of Pakistan).**

**Hamdard University Extracurricular Activities:**

Participating all Pakistan inter University Hand Ball Championship at Mehran University Jamshoro.

Member of Hamdar University Cricket Team and participated in inter faculty matches.

Taking part in CONVOCATION 2009 as a VOLUNTEER

Worked as a member of ***Student’s Advisor’s Committee for Maintenance & Cleaning*** in Faculty of Pharmacy Hamdard University

Worked as a member of *Hamdard University Flood Relief Campaign i.e.;* ***HU-Disaster Management Volunteer Corp(HUDMVC)***

Worked as a volunteer in ***Earthquake Relief Program at PAF base Faisal Karachi***

**Computer Knowledge:**

* Can work on Microsoft Windows XP & Vista.
* Familiar with Microsoft Office tools Word, Excel, power point.

**Personal Attributes:**

* Hard working
* Self motivated, self starter and problem solver
* Effective interpersonal communicator
* Strong analytical skills with exceptional attention to details.

**Reference:**

Will be furnished on request.