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## MIRZA FAHIM BAIG

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**Objective**

To utilize my skills for a well-reputed organization and significantly contribute achieving organizational objectives with excellence and develop environment that provides an opportunity for continued professional growth.

# Professional Experience

**Professional Service Representative Pfizer (Pakistan) Limited.**

**December 2008 to 23August 2014**

**September-2014**

**Senior Medical Information Officer (Sr.MIO)**

Associate with Novartis AG International **(Pakistan) Limited**, (Worldwide Bio-Pharmaceutical Business) major accountabilities are;

* Execute business plans and drives achievement of sales targets for relevant territory , customers or therapeutic area.
* Execute call plans for customer, including key opinion leaders and potential speaker from customer or academic communities; calls on the right person to deliver the right message with the right frequency.
* Serves as a key Novartis resource to the customer to ensure that Novartis products are available to more patients.
* Deploys and uses approved Marketing and Sales promotional materials and programs; runs direct promotion programs and facilitates pull-through activities.
* Uses expert knowledge of Novartis products and of therapy areas to build customer relationship and to support Clinical Sales.
* Allocates resources effectively for sampling, programs and events etc.
* Works effectively with other Novartis resources to achieve sales targets; provide colleagues with insight and feedback gained from customer interaction.

**Exposures**

* Exposure of working with Government institutional at GMMMC Sukkur, jacobabad, Larkana, Ghotki, Khairpur.
* Experience of conducting product presentations with the Doctors;
* Exposure of private institutional working at Wapda Hospital, Railway Hospital , PTCL, Engro, FFC & Mari Gas.

**Achievements**

* Improved performance with consistency and nominated for (Pfizer Talent pool) in 2012,
* Award of best performer of (Best Team Member) of the year 2011.
* Award of best performer of (National Champion) in Multan Region of the year 2010.
* Novartis Best performer in BTC 2014.

**Trainings**

* Three days training for Customer Focused Selling Approach (CSFA) at Inter Park In Hotel Sukkur.
* Attend 15 days for Preceptorship Program with Prof: Dr Shafi Muhammad Khawer Chest department GMMMC Sukkur.
* Four days training for Mobile Intelligence (MI) Multan.
* Attend Novartis 8 days training of BTC & NCSM at Karachi.

**Professional and Academic Qualification**

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| --- | --- | --- | --- |
| **Qualification** | **Major / Course** | **Institute / University** | **Year of Completion** |
| Master of Arts | Economics | Shah Abdul Latif University Khairpur | 2009 |
| Bachelor of Science | Pre-Medical | Shah Abdul Latif University Khairpur | 2006 |
| Intermediate | Pre-Medical | Govt Islamia College Sukkur | 2004 |
| Matriculation | Science | Govt Modern High School Sukkur | 1999 |

**Skills**

|  |  |
| --- | --- |
| ***Professional*** | ***Technical*** |
| * Teamwork | * Marketing Management |
| * Strong Analytical Skills | * Sound knowledge of Pakistan Pharmaceutical Market |
| * Work within strict deadlines | * Excellent presentation and Interpersonal skills |
| * Vibrant & self-motivated team player. | * Worked extensively on Microsoft Excel, Microsoft Power Point, and Microsoft Word. |
| * Fast learner and highly trainable. | * Good knowledge of body system, disease area and products as well. |
| * Very passionate and devoted towards work | * Excellent writing & Business Communication Skills |
| * Problem Solving and lateral thinking. | * Managerial and decision making skills |
| * Willing to Travel anywhere |  |

**Personal Information**

* Nationality: Pakistani
* Health: Excellent
* Marital Status: Single
* Date of Birth: 30-June-1984