Mirza Rehan Baig



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Career Objective:

To obtain professional and financial heights, both for the organization and self, through skill and knowledge and learn from presents as well as establishment also.

Highlights:

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| --- | --- |
| * Strong accomplished experience   In Sales & distribution management in the Pharmaceutical Industry.   * Comprehensive knowledge of sales   Force effectiveness through OTC Pull strategies.   * In-depth knowledge of warehousing practices. * Experience of Working on an ERP environment. | * Exceptional knowledge of delivery   Operations, distribution legalities.   * Knowledge of inventory control practices, principles of inventory management, and elements of   The physical distribution system.   * Proficient in MS Office Suit-Excel, Word, MS Access & PowerPoint, Urdu In-page. |

Experience:

March, 2007 to-date Distribution Manager

**The Schazoo Pharmaceutical Laboratories (Pvt.) Ltd., Lahore Pakistan.**

* Efficiently management of distribution department. Liaison with more than 48 distributors and all most all the major medical institutions at national level & building business oriented profitable relationship reporting to the Executive Director marketing and CEO.
* Implementing the final product shipping strategy for Pharmaceutical’s Products according to its needs & demands in order to deliver products to the customers/distributors.
* Plan, Organize & implement all the sales strategies given by the Director Marketing for the launch of OTC products and to give training to the sales force of company as well as distributor and subsequent announcements of Incentive and bonus plans for the sales force and retailers.
* Formulation & Implementation of Organizational Policies and Procedures at National level Distributors.
* Managing all kind of Dispatches & Logistics at National Level, prepared the supply schedule/stocks Inventory of products to all distributors & Recovery of payments to maintain a smooth company’s cash flow.
* Monitoring Logistics of the trade activities of products with trade pull.
* Managing new products/launching at National level.
* Efficiently controlling on short Expiry Stocks & also managing all kind of distributors claims like, Extra Discounts, Expiry, Leakage Breakages, Sales Return, Freight etc.
* Market intelligence and vigilance to detect and prevent any sort of infiltration and conflicts in sales statements.
* Collections of sales from pan Pakistan & providing different kind of Sales & discounts Analysis to CEO&EDM.
* Responsible for tender business for pan Pakistan Submission, Supplies & Recovery, in the different institutions under the term & conditions of (Government/PPRA Rules & General Procurement Rules)
* Regular visits to all distributors regarding, Examining the DISTRIBUTOR’s books and records related to stocks & sales, market visits to ensure the maximum products availability check & balance on infiltrations.
* Liaise with other organizational functions like Sales force, Marketing, Finance, Supply & Logistics and Production) ensure that sales administration activities are integrated with other parts of the business and appropriate for current and future sales activities.

March, 2007 to October, 2009 Distribution & Marketing Services Manager

**The Schazoo Pharmaceutical Laboratories (Pvt.) Ltd., Lahore Pakistan**

* With all the above mentioned duties of a distribution manager I had experience of working on dual responsibilities as a Distribution Manager & Marketing Services Manager for almost 2 & ½ years in the same company.
* Efficient controlling and directing as a manager marketing services and distribution manager reporting to the Executive Director marketing and CEO.
* To ensure the receiving of all the tour programs of sales force after the approval of RSM/NSM and to generate a report for Executive Director marketing after cross checking them with the help of tracking system.
* To receive daily call reports of sales force and after their analysis generate individual performance rep0rt of the sales force on monthly basis.
* To coordinate with NSM in filling the Monthly Assessment sheets of sales force.
* To control the promotional activities of sales force right from its approval till its completion.
* To check the T.A bills of the sales force by cross checking with the tour programs.
* To calculate incentives of the sales force on monthly/quarterly basis.
* To coordinate with the cellular company for their billings and controlling of all sort of cellular communication of sales force.
* To provide all sort of helping material like mobile phone/mobile phone Sim/detailing bags/stationary etc. to the sales force.
* To coordinate with the printer for the doctor printing pads/files routine + literature, PDA, flex etc. and their dispatches to the concerned.
* To arrange, plan, organize & conduct training & seminars in the major hotels nationwide.
* To provide all the back-end facilities to the sales force, product manager, group product manager, director i.e. laptop, bags, mobile phones, office accessories, air tickets, hotel bookings, billings etc.

Other Work Experiences:

* 1 year experience of Working in an FMCG environment. I worked in the brand management department of Haleeb Foods Pakistan (one of the leading dairy products manufacturing co.) in the brand management department during my internship prolonged to almost 1 year during my studies of MBA.
* 1 year and 2 month experience of teaching/trouble shooting (Computer Software /Hardware) in National College of Computer Sciences (Now University of South Asia Pakistan).
* 6 months Experience of working in an MNC environment The Pakistan Oil Fields Ltd., in the ware house/store department.

Education:

2006 **M.B.A: Marketing**

**Institute of Management Sciences (PAK-Aims** *Pak American Institute of Management Sciences***)**–Lahore, Punjab, Pakistan

2010 **Diploma:** **Supply Chain Management**

**The Institute of Management (PIM)**-Lahore, Punjab, Pakistan

2002 **M.C.S (3 Semester’s): Computer Sciences**

**The National College of Computer Sciences** (**Now University of South Asia)**-Lahore, Punjab, Pakistan

1999 **Diploma: Professional Programming in Computer Sciences**

**Govt. Post Graduate College-** Jhelum, Punjab, Pakistan

Additional Information:

* Excellent communication and presentation skills.
* Excellent working ability on different computer applications.
* Self Motivated and hard working individual.
* Leadership and interpersonal skills as well as a team player.
* Excellent Planning, organizing, implementation skills.
* Excellent negotiation & persuasive skills.

Hobbies:

* Travelling, Old Coin Collection, Graphic Designing.

Reference:

* Will be furnished upon request.