

**Muhammad Afzal**

Cell: 0322-4913699

E-mail: [m.afzal.ch81@gmail.com](mailto:afzalsearle@gmail.com)

D. O. Birth: 02-07-1981

**PERSONAL STATEMENT:**

Over 11 years of professional experience in Sales and Marketing of majorly pharmaceutical, consumer products and Social Programs to meet challenging targets.

Along with possessing convincing communication and interpersonal skills, have been a highly motivated individual capable of learning and enhancing personal and team skills. Have ability to multi-task and work on multiple targets with varying priorities and deadlines.

My major strengths include Leadership, Analytical & Innovative approach, Creative Planning, Focusing on Critical pathway, Contingency planning, Team Development,, Meeting Timelines with Standards – all coupled with accurate & precise utilization of available resources.

**Educational Background:**

M.B.A. (Marketing) 2015-16 (Continue)

Preston University Lahore, Pakistan

Bachelors in Commerce (B.Com.) 2004

Punjab University Lahore, Pakistan

I.Com 1998

Govt. Degree College Daska, Pakistan

**Work Experience:**

Area Sales Manager **Aug -2013 – To date**

**DKT International-Pakistan chapter**

**Supervisor**: Regional Sales Manager, Lahore.

**Responsibilities*:***

***Commercial Sales & marketing***

* With Regional Sales Manager ensure develop and implement long ,medium and short-term business and marketing plans of all DKT FP & non FP products to meet Organizational deliverables, market and volume share.
* Overall plan & controlling the Sales & Marketing activities of assigned region comprises of Lahore including out skirts.
* Training of field force on medical,product knowledge and selling skills.
* Explore new Channels for sales of IUCDs, Hormonal Contraceptives and condom.
* Extend full efforts to establish best availability / visibility of products at different DKT outlets including Healthcare Providers.
* Ensure DKT’s branded Dhanak IUCD’s are in Government tender business.
* Planned, organized and conducted Launch ceremony of four different DKT’s Branded Heer IUCD’s. Ensured participation of different stakeholders, donors and government officials.

**Project Management:**

* Managing the project activities and requirements

**Projects Name:**

* Dhanak Healthcare Centers
* Mobile Video Units
* Heer Aapa
* Chemist Ventures

Regional Sales Manager **Oct -2008 – Jun-2012**

**Searle Pakistan**

**Responsibilities*:***

* Coordinate in sales and marketing of products
* Collaborate with product managers, sales team, distributors and clients
* Provide leadership and guidance to the sales team
* Assist in the screening and interviewing of future team members
* Professional grooming of the team members
* Conduct marketing activities to support sales and corporate image

Territory Manager **Mar -2006 – Oct-2008**

**Hilton Pharma**

**Responsibilities*:***

* Ensuring 150 doctor list
* Coverage of all Consultants / Key General Practitioners
* Prescription of Infant Formulas & Special Milks on regular basis from listed Customers
* Product Knowledge of the Field Force as per Company’s set Standard
* Coverage of Key Opinion Leaders (KOLs) independently
* Direct sales to doctors / Affiliated pharmacies
* Participation & Company’s representation in doctors seminars / CMEs / Conferences
* Institutional Sales

**Area Exposure:**

***Districts:***

Lahore, Kasur, Okara, Sahiwal, Sheikhupura, Nankana, Gujranwala, Sialkot, Narowal, Gujrat, Hafizabad, Mandi Baha Uddin.

**Reference:**

* Will be furnished on demand