**career objectives**

Sales Manager position where my skills and experience can be effectively utilized for increased profitability and product sales volume by developing a dynamic team through my superior analytical, selling, team building, problem solving, interpersonal communication, and decision making skills

**key skills**

|  |  |  |
| --- | --- | --- |
| * Decision Making | * Project Management | * Sales Management |
| * People Management | * Customer Services | * Retail / Channel Sales |

**high lights**

* Strong track record delivering outstanding sales results and effecting massive positive change in a wide range of challenging situations.
* Proven ability creating highly effective sales and marketing campaigns. Skilled and training, and motivating top-performing sales experts. Perfect record of attaining all sales and performance objectives.
* Able to manage multiple projects simultaneously while meeting all deadlines.
* Demonstrated ability troubleshooting business problems and implementing creative, highly effective solutions.
* Highly motivated, confident, organized, detail oriented, patient and disciplined.
* Energetic and able to work under pressure, team player, dedicated to work and co-operative with office staff.
* Good interpersonal, communication skills and leadership qualities.

**abilities**

**Demand generation:** Promotion of pharmaceutical & consumer products to chemists & keyaccounts to generate & build product awareness.   
  
**Sales & Distribution Management:** Developed sales & distribution plans, delivering growth to the business.   
Developed key outlets for brand’s OTC pull.   
  
**Sales operations & Administration:** Supervised Novartis General Medicine department & responsible for sales & distribution operations.

**career history**

**Senior Business Manager -** Parazelsus Pakistan (Pvt.) Ltd, ***(Novartis Pharma Distribution)*** March 2015 – To Date

**Sales Manager -** Parazelsus Pakistan (Pvt.) Ltd, ***(Novartis Pharma Distribution)*** March 2013 – March 2015

* Responsible for managing PKR 4.8 Bio portfolio of Novartis General Medicine: ***Neuroscience, Cardio Vascular, Pain Management Division.***

**Assistant Sales Manager** - Parazelsus Pakistan (Pvt.) Ltd., Karachi Nov. 2010 – March 2013

* Responsible for managing PKR 1.5 Bio portfolio of Novartis Consumer Health – OTC: ***CaC Plus, T-Day, Sancos, Voltral Emulgel, Qalsan, Tandegyl.***

**Job Responsabilités :**

* Provide leadership towards the achievement of sales and growth targets
* Responsible for Novartis General Medicine Sales & Distribution.
* Monitoring the monthly sales of 13 different branches nationwide.
* Leading and motivating a team of 9 Territory Line Managers and 100 Sales representatives (DSRs)
* Leading and motivating the sales team to increase profitability.
* Supervising and monitoring team performance.
* Managing distribution network & Sub Distributors nationally.
* Ensuring that each individual must perform as per desired expectation.
* To keep the check and control through reports.
* Maintaining healthy business relation with principals.
* Effective implementation of various sales promotion schemes in the market.
* Optimum utilization of resources to improve the retail strength.
* Act as a professional representative of the organization.
* Responsible for handling customers queries related to product and delivery
* Direct all sales activities for the achievement of short and long term business objectives, increased profit.
* Directly reporting to Head of Sales.
* Recruit staff; oversee their induction, appraisal and training.
* Extensive travelling nationwide.

**projects at Parazelsus Pakistan**

* Reduction of out station current KMs with actual KMs nationwide. Resulting in huge saving in Company’s 12-11 Project. - 2011
* Compose a business PLAN TO initiate New Branch in Sargodha, Gujranwala. - 2012
* Bifurcation of metro cities in to zones. – 2013
* Restructing Of DSRs Working/ Route Planning – 2016 (On Going)
* New Branch Induction at DIK, Mingora Swat. (On Going)

**Client Support Executive (Sales Operations Team) -** SEI EUROPE - UK May. 2008 – April. 2010

* My primary role is to support the service desk manager in the planning and execution of support activities and assisting in the replenishment of stocks &sales promotion materials for the clients.
* Working with the Knowledge management & Project team, liaising and building relationships with customers, suppliers and colleagues
* Take ownership of support cases and follow up with customers as required.
* Responsible for maintaining/updating complete knowledge, routines and procedures along with products/offers being introduced in the department. Contribute to manage team objectives through teamwork

**Sales & Marketing Agent –**Promotions II Ltd – SKY TV UKAug.2003 – Sept. 2007

* Promotion and sales of a full range of SKY TV products and services.
* Achieving the set sales targets and providing an effective field sales service whilst enhancing the relationships with the existing and prospective customers.
* Training new advisors and reporting on market and competitor activities.

**internship**

**Market Research Professional (Intern) –** SITEL UK Aug. 2007

**Education & Training**

* **E-MBA** - Institute of Business & Technology (Biztek), Karachi 2013
* **Post Graduate Business Management** – Anglia Ruskin University - UK 2010
* **Post Graduate International Marketing** – London South Bank University - UK 2007
* **BBA** – University Of North West – London Campus *(BBA Pass – equivalent Of Karachi University)* 2005
* **Intermediate In Science** *(GCE A – levels equivalent)* - Adamjee Govt Science College – KHI 2000
* **Matriculation In Science** *(GCE O – levels equivalent)* - White House Grammar School – KHI 1998

**extra-curricular**

* Honorary member of the University’s Students Union, engaged in organizing various activities on behalf of the association such as seminars and inter-university cricket tournaments, apart from normal duties.

**personal**

* **Date of Birth** – 24th December 1981
* **Marital Status** – Married.
* **Hobbies -** Badminton, Cricket & Tennis.
* **Languages –** English & Urdu.
* **IT -** Proficient in, MS Office (Excel, Word, Access and PowerPoint), Internet and email.
* **Strengths –** Fast learner, Reliable, Honest, Flexible, Ability to communicate people.
* **Weaknesses –** Take time to meet huge standards, Sometimes over friendly. Too much care about work.

**REFERNCES**

Will be provide upon request