

**CURRICULUM VITAE**

## **Muhammad Ibrahim**

PERSONAL DATA

Existing Address. House No 32-C, Architect Engineering Housing Society

Lahore. Pakistan.

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DOB. 06.04.67.

ACADEMIC EDUCATION

* Graduated in Science subjects.

Peshawar University.

* Computer Training Course

2000-2001 Comsats Institute.

TECHNICAL EDUCATION Courses on

* Learn To Lead HR (Bayer)
* Marketing Excellence Foundation Training (MEFT) Flex (Bayer)
* Customer Relationship Philip S Lal
* Negotiation Skills Faiez E Sayal
* Professional Excellence Philip S LAl

JOB HISTORY

National sales Manager Pakistan & Afghanistan.

Bayer Consumer Health.

Feb-15 –Till Today

* Bayer Consumer & Derma/ Gynae business in Pakistan & Afghanistan.

CDH Bayer Consumer Care (Acting).

Bayer Pakistan.

Oct 14-Feb15

* Looking after the business of Dermatology/Gynecology & Consumer all Pakistan.

Sales Manager New Team (Derma/Gynae & Consumer) North.

Bayer Pakistan.

2013-2014.

* Looking after Business of Derma/Gynae & Consumer of Bayer Pakistan.

Area Manager Dermatology North Region

Bayer Pakistan.

2009-2012

Established Derma & Consumer Business in North Region:

* 12% sales growth…….2009
* 15% sales growth……..2010
* 18% sales growth…… 2011.
* 20% sales growth…….Nov 2012.
* Plan and implement strategies to achieve desire Goals.
* KOL Management.
* Inclusion of high price product Nerisone Fort in DG Army.
* Replacement of Nerisone Oint to Nerisone Fort in all institutions.
* Inclusion of high price product in Government Hospitals.(Advantan, Skinoren,)
* Motivate and support of the teams.
* Training of field force on different skills. IT, Presentation, Negotiation.
* Institutional Business development and growth.
* Ach of targets even in critical conditions law & Orders.

Therapeutic Medical Specialist Bayer Schering Centre Region 2007-2008

Established CNS business in Centre Region.

* 46% sales growth ...2008
* 36% sales growth ...2007

Therapeutic Specialist Schering Centre & North Region 2006-2007

Established CNS business in Centre & North Region.

* 30% sales growth ...2006

Therapeutic Specialist Schering Centre & North Region

* Inclusion of Betaferone in DG Army.
* Plan and implement strategies to achieve desired goals.
* PR for MS Trust.
* Symposia Arrangement Foreign speaker Lahore & Rawalpindi.
* Arrangement of My Life with MS a unique program for MS patient in Lahore & Rawalpindi.
* Arrange presentations of leading consultants.

* Nurse appointment and training.
* Medical Marketing high price product.
* Institutional Business development and growth.

Sales Ach Area Manager 2006-2012

* Ach Target 122% 2006.
* Ach Target 115% 2007.
* Ach Target 112% 2008.
* Ach Target 100% 2009.
* Ach Target 107% 2010.
* Ach Target 102% 2011.
* Ach Target 124% (Till Oct 2012)

SPO & SPE Schering North Region 1990-2005

* Ach Target 101% 1999.
* Ach Target 102% 2000.
* Ach Target 107% 2001.
* Ach Target 103% 2002.
* Ach Target 102% 2003.
* Ach Target 105% 2004.

Distinctions

Received company’s highest sales award

* Sales Award 1995.
* Sales Award 1998.
* Sales Award 2000.
* Sales Award 2001.
* Sales Award 2006.
* Sales Award 2007.
* Sales Award 2009.

* Sales Award 2010.
* Sales Award 2011.
* Sales Award 2012.

PROJECT PARTICIPATION

Inclusion Medicine in Army Hospital.

* Nerisone Fort Ointment.

NPB Medicine Inclusion in Army Hospitals.

* Betaferon.

Professional Skill

* To plan, organize, direct and control activities.
* Effective Communication Skills.
* Meet deadlines.

Ambitions

* Selling is my passion I want to excel in this profession.