**Mohammad Kamran Shahid**

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**Career Objective**

*Seeking a challenging Marketing and Sales position in an established multi- disciplined organization to apply my academic and personal skills and to enhance my professional capability for the benefits of the organization and myself.*

***Career Summary***

*16 Years of diversified experience in the field of Pharmaceuticals/Biotech sales, marketing & business development. Ability to adopt new concepts with due responsibilities & apply different methodologies of Sales & Marketing, Business Development at all levels. Unique product manager in marketing business segments, offering exceptional skills to identify/promote product’s value, enhance product positioning and improve product profitability.*

***Acquired 16 years of experience and skill sets as follows:***

* *Research and business aptitude– Effectively used for analyzing market segments, product potential, promotion, marketing and networking. Efficiently applied for forecasting, budgeting and accounting missions. Superb communication skills, written/verbal – constantly used for presentation, coordination, team working, leading people and influencing clients. Proficient in MS suites and databases.*

***Professional Experience***

**Norvins Enterprises Pakistan.**

**Business Unit Manager** | **January 2012 to Present**

* Joni as Product Manager, got 2 Promotions in 4 years
* *Acted as a leader within the firm during the process of product planning and marketing – Played vital role in planning product strategy and road map, according to market competition*
* *Hand on experience of 2 Business Unit Launching with Norvins Enterprises Pakistan.*
* *Prepared and presented product marketing documents – Key features, reasoning and product advantages.*
* *Worked and coordinated with third parties to develop business relations and partnerships.*
* *Researched, determined and recommended prices for new products based on goals, forecasting and product profitability – Presented marketing budgets that could guarantee success and prepared monthly revenue forecasts, keeping track of the output.*
* *Interacted with the customer to promote the product.*
* *Assisted in managing the entire product cycle from beginning to end.*
* *Supported product development by researching current and future demands for said product.*
* *Communicated with operators regarding production process, packaging and total output.*

***Kaizan Pharmaceuticals (Pvt.) Ltd.***

***Brand Manager May 2011 t0 January 2012***

* *National wise Sales & marketing, District Operations, National Logistics and Territory management.*
* *Responsible for promotional strategy, new business and portfolio development.*
* *Managing Sales and Marketing, IPC (Interpersonal Communication)*
* *Training and orientation sales and Marketing to field staff.*
* *Distribution management and inventory control (PS & SS) Stocks availability*.

Area Sales Manager / April 2008 to May 2011

LG Life Sciences

Territory Manager December 2006 –to April 2008

ICI Pakistan Ltd.

Scientific Promotion Officer | February 2001 – April 2006

Merck Marker Pakistan (Pvt.) Ltd.

***Education***

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| Year | Institution | Qualification |
| 2007 – 2008 | Federal University, Pakistan. | MBA Marketing(3.62) |
| 2000 – 2001 | Karachi University, Pakistan. | B.Com |
| 1997 – 1999 | H.S.C. Pakistan. | Intermediate |
| 1993 – 1995 | S.S.C. Pakistan | Matriculation |

***Professional Achievement***

* *Extensive experience in strategic marketing with new launches in the field of cardiology, diabetes, chest medicine,* Pediatrics, *gynecology, consumer market and general medicine.*
* *During the period with MERCK MARKER I was highest achiever of Levomerk, Buscopan Plus & Multibionta*
* *During the period with LG* ***LIFE SCIENCE*** *won Best Sales Award (specialty division)*
* *During the Product / Sales Management with* ***NORVINS ENTERPRISES PAKISTAN*** *I have Launched 2 Business Unit with 16 new products in deferent therapeutic segment (Cephalosporin’s, Quinolones, IPC, Multivitamins, NSAID’s and Anti Ulcerent) Best launching award from* ***NORVINS ENTERPRISES PAKISTAN***
* *Development of new brands with innovative launches, analytical sales planning, designed sales development tools, marketing tactics, and increase productivity, thereby improve profitability.*

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***Area of expertise***

*Sales and marketing (national level), Port-Folio development, Strategic Marketing Planning, Leader ship and team Building, Budget Pricing and costing, Product Research,*

***Professional Interest***

* *Anti Infective Pain Management*
* *Chest Medicine Gynecology*
* *Diabetes & Cardiology Training and Development*
* *General Medicine /* Pediatrics *Business Research / Development*

***Training Program / Courses***

* Customer Behavior / Development course by ***NORVINS ENTERPRISES PAKISTAN***
* Advance selling course by ***NORVINS ENTERPRISES PAKISTAN***
* *Performance Indicator* ***NORVINS ENTERPRISES PAKISTAN***
* *Team Building / Development* ***NORVINS ENTERPRISES PAKISTAN****.*
* Basic communication course by LG Life Sciences
* Basic training by ICI Pakistan Limited
* Professional selling skills (III) by ICI Pakistan Limited.
* *Standard Pharmaceuticals Procedures Merck Marker (Pvt.) Ltd. Pakistan*
* Initial training program by Merck Marker (Pvt.) Ltd. Pakistan
* Diploma in Information Technology from Shah Institute of Information Technology

***Reference(s):***

*Can be flourished upon request (from previous workplaces or other sales/marketing personnel)*