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**MUHAMMAD QAISAR NADEEM DOB: March 17, 1982 ADRESS: HOUSE # A-432 STREET#6, SADIQ TOWN, ADAYALA**

**ROAD , Rawalpindi , Pakistan**

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**PROFILE:**

**I am an experienced pharmaceutical professional with more than 11 years experience. I work both in sales & marketing in different capacity from Territory Manager to senior product manager with ACTING BUSINESS MANAGER.**

OBJECTIVE: -

To grow in a versatile organization where continues learning and innovation are keys for success and performance is rewarded.

Career achievements & products launch:

MARKETING:

* Develop marketing plan of given Gynae products portfolio
* Market survey
* Choose brands and suggest formulations with competitive edge
* Develop brand persona
* Exploration of products in new segments
* Develop promotional material
* HR deployment

SALES:

* **2 times national champion ASM in Shaigan Pharmaceuticals.**
* **Achieved & Maintained highest target of selling of given assignment as an Acting Business Manager.**
* **Achieved & Maintained highest target of selling of given Portfolio products.**
* **Achieved & Maintained No.1 position of given Brand in its market.**
* **Achieved targets provided by the company & awarded by a foreign tour in 2014.**

INITIATIVES:

* **Win highest best practice award ( on new ideas ) in Shaigan Pharmaceuticals**
* **Start lot of new strategies in developing new business**
* Exploration of New Market Segments for new business in a molecule.

PROFESSIONAL EXPERIENCE:

SHAIGAN PHARMACUETICAL: (NOV 2005 TO PRESENT)

* **SENIOR PRODUCT MANAGER & ACTING BUSINESS MANAGER (DEC 2014 TO PRESENT)**
* **ACTING BUSINESS MANAGER**
* Responsible for sales and development of a Business Unit
* Responsible for Supervising a Gynae div with 60 head counts in sales including **16 Area sales manager and 1 Sales Manager**.
* Build & motivate team throughout Pakistan
* Increase per head productivity
* **SENIOR PRODUCT MANAGER**
* Responsible to develop marketing plan in Gyne business portfolio
* Search opportunities and develop strategic plan to grasp these opportunities
* Propose & develop new brands plan.
* Assure ROI
* **PRODUCT MANAGER (NOV 2013 TO NOV 2014)**
* Responsible to develop marketing plan in Gyne business portfolio
* Search opportunities and develop strategic plan to grasp these opportunities
* Propose & develop new brands plan.
* Assure ROI
* **AREA SALES MANAGER (ISLAMA ABAD/MULTAN REGION-APR 2010 TO OCT 2013)**
* Develop action plan of the most focusing new business (Medicine, Gastro, Neuro, Gyn) of company
* Search opportunities and develop strategic plan to grasp these opportunities.
* Lead and develop team members
* Develop new business strategies for given regions
* Propose marketing opportunities for brand persona
* **TERRITORY MANAGER (BAHAWALPUR) ( NOV 2005 TO MAR 2010)**
* Build Rx base business through key opinion leaders
* Responsible for Supervising Bahawalpur

ACADEMIC QUALIFICATION:

# LEVEL YEAR SUBJECTS

# MBA 2016 MARKETING (Completion on SEP 2016)

**BA 2004 Journalism, Punjabi, Persian.**

**F. Sc 2001 Pre. Medical**

**MATRICULATION 1998 SCIENCE**

ROFESSIONAL SHORT COURSES:

Selling & marketing courses:

**1. Selling Skills (Techniques of Selling)**

**2. 7 steps of selling**

**3. Consistency selling system**

**4. Non verbal communication.**

Leadership courses:

**5. Leading from within**

**6. Coaching and Counseling**

**7. Recruitment and Selection**

**8. Building high performance team**

**9. Management and coaching.**

**10. Goal setting and measuring.**

**11. Team building (Mr.Sohail Farooq)**

**12. Execution (Mr.Sohail Farooq)**

Marketing courses:

**13. Insight of Product Management (Mr.Sohail Farooq)**

COMPUTER SKILLS:

**FULLY COMMAND ON EXCEL, POWERPOINT, WORD AND INTERNET OPERATING**

REFERENCE:

Reference will be furnished if needed.