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| **Mohammad Naeem Ayubi** |
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**EXPERIENCE & ACCOMPLISHMENTS**

An accomplished professional with experience of above 19 years in Sales and a part of Strategic planning along with the Marketing team in Sales Management team for more than 7 years at Sanofi Pakistan one of the Largest Multinationals in Pakistan. Recently worked as NSM at Qarshi Laboratories (pvt) LTD.

**National Sales Manager Qarshi Laboratories Private Limited**.

(Lahore Based)October 2014 till June 2015.

**(Structural Change) Senior Executive Sales Manager (Central Zone) Sanofi**

(Lahore Based) March 2014 to June 30th 2014

**(Structural Change) Senior Executive Sales Manager (North Zone) Sanofi**

(Lahore Based) Jan 2013 to Feb 2014

**Promoted To Senior Executive National Sales Manager Sanofi**

(Karachi Based) Jan 2011 to Dec 2012

**(Structural Change) National Sales Manager Sanofi**

(Karachi Based) Jan 2008 to Dec 2010

**Promoted To National Sales Manager Sanofi**

(Lahore Based) Jan 2007 to Dec 2007

Major Functions:

* Strategize for Business accordingly and monitor it in regular defined intervals in coordination with marketing team.
* Ensure setting up of new channels for better coverage and availability, thus improving primary Sales.
* To coordinate with the supply chain and ensure stocks position at each distributor level as per the agreed inventory levels for each product and inform the Sales Force to strategize accordingly.
* Be support to HR in terms of Pool building for the current and future vacancies at various levels.
* Ensuring People Development and talent retention by Evaluating developing the sales reps knowledge related to sales techniques and products, thus improving Secondary sales.
* Achievement of agreed Sales Targets within time frame through District managers.
* Implementation of Marketing Strategy and Sales force key performance indicators through Sales Force to further improve secondary sales.
* Ensure timely and effective decision making.
* Coach and counsel Area/Regional managers for effective execution of marketing strategies, sales force productivity indicators (SFPIs) processes and policies .
* Work with Product Management team in implementing and tracking effective marketing strategies
* KOL (Key Opinion Leaders ) development and identification of business opportunity
* Evaluate, maintain and develop sales reps knowledge related to sales techniques and products
* Optimize performance and create an appropriate atmosphere within the team; build on confidence and team spirit, ensuring the motivation and commitment of each team member
* Build upon pool of Key opinion Leaders through identified ethical needs and services.
* Optimize cross functional support in the organization.
* Create an appropriate atmosphere/work environment within the team; build on confidence and team spirit, ensuring strong decision making, the motivation and commitment of each team member.
* Foster and implement the company values and policies through leadership by example

Key achievements:

* Always established leadership by successfully developing a strong sales team through effective coaching and counseling.
* In coordination with marketing growing and improving key products by developing new and existing business opportunities.
* Retaining top talent with low turnover rate.
* Successfully Managed Base Business unit comprising of GENERIC PRODUCTS & CONTRACTUAL employees for almost 4.5 years on National level.
* Promoted from NSM to Senior Executive NSM in January 2011.
* Managing operational expenses within budget.
* Implemented the performance management process along with HR in its true spirit and gave direct feedback to the employees that ensured gap identification thereby consistent improvement in skills and competencies.
* Ensured healthy work environment with religious implementation of company values that created a winning culture in place in which people are self-motivated to perform.

Promoted To District Sales Manager

(Peshawar Based)September 1999 to July 2001

(Rawalpindi Based)August 2001to December 2006

Major Functions:

* Achieve company’s commercial objectives through Coaching & developing Pharma Associates.
* Analysing the District Marketing plan& implementing through Pharma Associates.
* KOL Management by demonstrating deep understanding of prioritized customers’ needs and issues at the district level, and then allocating resources and tools to deliver value.
* Talent Retention.
* Effective Bridging of communication between Head-office and Pharma Associates.
* Identify opportunities and threats based on knowledge of therapeutic area, brand strategy, local market and customer needs.

Key Achievement:

* Awarded No 1 team in Pakistan 2005 (The Team Won Trip to Dubai).
* Awarded DSM of the year award 2005(Certificates of Achievement & Appreciation).
* Managed both Peshawar and Rawalpindi Regions in capacity of DSM.
* Successfully launched Cefrom (4th generation cephalosporin) in KPK and Actonel in Rwp
* Consistent performance of Team throughout 2005 and 2006.Based on consistent performance whole of the team members got promoted to next step NSM on Jan-2007.

**Senior Medical Information Officer** April 1999 to September 1999

**Junior Medical Information Officer** April 1995 to August 1999

Major Functions:

* Ensure Achievement of Sales Numbers through effective coverage of enlisted customers as per

Required visit code on monthly Basis.

* Develop new Key opinion leaders.
* Effectively implement Marketing Strategies and ensured implementation of company policies.

**Key Achievements:**

* Declared Best detailing MIO during Cycle meetings.
* Always ensured achievements of Sales numbers on monthly and Quarterly Basis.
* Got promoted from MIO to Sr-MIO and Sr-MIO to Area District Manager both in same year 1999.

***Key Professional Competencies &Skills:***

* Strategic planning.
* Decision Making.
* Effective people development through Coaching and counseling.
* Team player with sound business, analytical & interpersonal skills and establish leadership through motivating and empowering team.
* Strong belief in effective coordination with both internal (support functions) and external customers for ensuring commercial objectives.
* Strong in people management & achieve results by methodical monitoring of strategies implementation and follow-up through team members. Proficiency in the use of software packages like MS office and Effective Written and verbal Communication.

**Languages:**

* **Fluent in Urdu, English and Punjabi.**

***REFERENCES:***

* Dr.Sohail Manzoor Commercial Director Ferozesons Laboratories.
* Azfer Shams Head of Marketing High-Noon Laboratories.

### *Professional management Trainings & workshops*

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| **TITLE** | **DESCRIPTION** | **Date** |
| Workshop | Area Manager Performance Management | April-2003 |
| Training | Sales Supervisory skills | January-2004 |
| Training workshop | Business Performance Excellence (LUMS) | June-2004 |
| Training workshop | EHS Leadership & Motor Vehicle Safety (LUMS) | June-2004 |
| Workshop | (Winning Edge), Management Excellence Certification. | August-2005 |
| Workshop | Time & Territory Management | May-2006 |
| Training workshop | Leadership in Business Management | August-2007 |
| Workshop | Licensed To Lead (Train the Trainer Programme) | October 2008 |
| Training workshop | Leadership Quest | August 2008 |
| Workshop | Business Development Management Programme | March 2009 |
| Workshop | Art Of Managing People (NHR) | Nov-2009 |
| Workshop | Enhance your Effectiveness with Emotional Intelligence (NHR) | Feb-2010 |
| Training workshop | Licensed 2 Sell | May-2010 |
| Training workshop | Take Control (NHR) | Aug-2010 |
| Training workshop | Mapping For Leadership | July-2011 |
| Training | Windows-7 and Office 2010 | July-2012 |