**RESUME**

Name: Muhammad Saeed Akram (Doctor of Pharmacy)

Father Name: Muhammad Akram

Date of Birth: 02/02/1988

Nationality: Pakistani

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Profession: **Marketing and Sales, Pharmaceutical Management**

### Carrier Summary:

**I have a successful period of 3 Years’ Experience in pharmaceuticals marketing and sales, including 2 years almost of management experience and almost a year experience while working in higher management (Business Unit Manager), I have work in different capacities in sales and marketing, I have successfully worked as achiever at lower level, at management level I have built strong sales team and grab a big share of business and in higher management successfully made good talented sales oriented team, and by establishing new market strategies, I have generate a bulk of business from various institutions of Pakistan and I have produce good business from retail sales of Cardio, General and Gynae group, I have gain a tremendous growth in my professional carrier that is prove my success and definitely a key to success for organization.**

**Employment Experience:**

**March 2015-Present Business Unit Manager, UniMark Pharmaceuticals, Islamabad**

**Responsibilities includes** sales, product management, budgeting, profitability and business unit operations .

*My management regarding sales achieved great mile stone only in 1 month, as I joined there was a sales team that includes only 1 ZSM, and 3 spo’s at Rawalpindi, and sales were very poor, I quickly fill all the vacant posts include 2 managers and 8 spo’s only for local RWP/ISB, and fill all the outstations positions for spo’s, previous sales trend was extremely poor, like wise Peshawar Region having problem of sales, and central region (Sales from 29 lack to 58 lack current)*

*I suggest to and implemented to gain huge bulk business by entering into tenders and I have successfully grab the business from major institutions of Pakistan. (Sales from 3 lack to 60 lacks)*

*I successfully make all the literature for all product range and equipped the team with literature and samples kit.*

*I successfully planned to enter into diabetic specialty and suggest the products range.*

*I successfully conducted many promotional activities for doctors and hospitals, and public awareness activities.*

*I have visited all regions to establish the other products range.*

*I conducted a special promotional activities in Rwp regions at start and then at Pakistan level.*

June 2014-Feburary 2015 **Group City Manager, Wilson’s Pharmaceuticals, Islamabad**

Responsibilities included the sales of Islamabad and allied areas, and new area exploration, build strong liaison with customers, and build strong motivated team.

*Work on brand to put on very good trend of sales from only 12 lack to 28 lacks in 4 months and gradually addition of customers day by day along with TM’s was not an easy but it was not a difficult task also, all my efforts gave me the best GCM of 2014.*

December 2013-June 2014**Product Specialist, Wilson’s Pharmaceuticals, Islamabad**

Responsibilities included the sales of Islamabad left.

Achieved good incentive by YTD 120%, and I promoted as well.

December 2012-Nov 2013 **Medical information officer, Novartis Pharmaceutical, Islamabad**

To maintain and impart growth to sales of DIOVAN,

Work in PIMS, Shifa International.

Achieved the incentive, and best MIO at Training Session, and conduct health awareness activities at institutions.

## Education:

2007-2013 **Pharm-D (Doctor of Pharmacy) with 1st Division, 5 years Graduation degree with 200 credit hours course work, from The Islamia University of Bahawalpur,**

**Registered Pharmacist from Punjab pharmacy Council of Pakistan,** http://punjabpharmacycouncil.com

As the Department of Pharmacy having the Ranking at 3rd Position among all Pharmacy Departments in Pakistan.

2011 **Bachelor of Science (graduation 2year) with 1st Division, English only, from The Islamia University of Bahawalpur.**

2005-2007 **Passed Intermediate 12 years Higher Secondary School Examination, with 1st Division,** with Subjects, Biology, Chemistry, Physics, from Board of Intermediate and Secondary Education, Faisalabad

2002-2004 **Passed Secondary School 10 Years Examination with 1st Division,**

In subjects, Biology, Chemistry, Physics, from Board of intermediate and Secondary Education, Faisalabad

“I have 12 years distinction as I have prestigious Award “Best Student of Year” during my carrier, which gave me the confidence to become the Achier in my Whole Life up till now”

**Professional Skills:**

* **Pharmaceutical product Management**

*Business Management of products and services in systemic and holistic manner and its includes i) vision and leadership ii) product lifecycle management iii) Product Strategy and Market Research iv) Business Model & Financials v) Product Roadmap vi) User Experience & Product Backlog*

* **Pharmaceutical product Mix**

***I tried innovative ways to implement the strategies including 1) in clinic promotional Mix 2) out Clinic promotional Mix***

* **Presentation skills and exposure :**

***Institutes from all over the Pakistan, including Shifa international, PIMS, PIC Lahore, Multan I Cardiology, BVH Bahawalpur, allied hospital, Jhelum DHQ, RGH, Holly Family etc***

* **Communication Mix**
* **New product Development**

***Current work on new Anti-biotic, and Diabetic Segment and cardiac group.***

* **Successful product launch**

***Successfully launched the Jesper (losartan), Petro (Pantoprazole), Re-Launching of Carsel (Metoprolol)***

* **Pharmaceutical Marketing Research:**

***To stay as Survivor in New Challenging Environment, up to date with local and international trends***

* **Successful Clinical Trial handling:**

***To grab the Business by building tremendous relations with Highest Key opinion Leaders of Pakistan.***

* **Research Conduction on cardio Range:**

***To win confidence on products.***

* **E-product Management:**

**After selecting the right customers up to date hammering on product range.**

**Research Work:**

**International publication:**

**“The study of Evaluation of Drug use by using WHO’s prescribing, Patient Care and Health facility indicators in Selected Health Facilities in province Punjab, Pakistan”**

Main-Author: M Saeed Akram, Publication Available at: [www.**japs**online.com](http://www.japsonline.com) at September 2012.

**Professional Qualification and Training:**

**Membership:**

## **2013 **Registered Pharmacist as A-Category** from Punjab Pharmacy Council of Pakistan**

(http://punjabpharmacycouncil.com)

## **2013 **Professional member of PPA,** Pakistan Pharmacist Association, Pakistan**

(http://www.ppapak.org.pk)

## **2010 **Member of IPSF,** International Pharmaceutical Students’ Federation, Netherland**

## **(http://www.ipsf.org)**

**Professional Training:**

2015 How to Improve the Clinical Pharmacy Practice in Pakistan, by Hamdard University Islamabad, Pakistan, (3-days)

2014 Pakistan cardiac Society, International Conference on Cardiac Surgery and innovative techniques, and compliance of HTN Patient to Pharmacotherapy, Muree, Pakistan

(3-days)

**2013 18th international pharmacy conference & exhibition by PPA, Lahore, Pakistan (3-days)**

**2012 Improving Clinical Pharmacy Practice in Pakistan, in June of 2012 at Department of pharmacy Islamia university of Bahawalpur. (1-day)**

**2012 17th international pharmacy conference & exhibition, Islamabad, by PPA, Pakistan**

**(3-days)**

**2012 Pharmacy scientific symposium & pharmaceutical exhibition held at University of Central Punjab, Lahore, Pakistan (2-days)**

**2011 “Diabetes care” workshop organized by Novo Nordisk in collaboration with Quaid-E-AZAM Medical Collage Bahawalpur, Pakistan (1-day)**

**2011 International conference “Jinnah hospital pharmacy practices” At AIMC, Lahore, Pakistan (3-days)**

**2011 16th international pharmacy conference & exhibition by PPA, Lahore, Pakistan (3-days)**

**2011 “Diabetes care” workshop organized by Novo Nordisk in collaboration with international pharmacy conference & exhibition, Lahore, Pakistan (1-day)**

**2010 “Conference on the importance of clinical pharmacy” in Pakistan held at department of pharmacy Islamia university of Bahawalpur, Pakistan (1-day)**

### Special Skills:

* Highly **motivated and confidant and responsible**
* Tremendous ***ability to persuade and inspire*** people
* Excellent ***written communication Skills***
* Top level ***Presentation and public speaking*** skills
* Proven ability to liaise effectively with senior management of both private and public organizations
* A ***team player***
* Hard worker with An extra ability to ***work in difficult and challenging work conditions***
* Top level ***Computer Skills***
* Special interest in ***Pharmaceutical Care, Medication safety, pharmacoepidemology***

**Language:** Fluent in English Reading, Writing, listening and Speaking **7.5 Average Band IELTS**

REFERENCE: **Can be furnished on demand**