*Greetings,*

My career outlined in the enclosed CV is marked by abilities and skills developed by the strong work ethics based on the diversified culture working environment that lead to an additional career growth, where professional prowess can be unleashed for value addition in the organization.

An **enthusiastic**, **self-motivated**, **optimistic**, **ambitious**, **vibrant 42 years**, an MBAmajors inMarketing from leading business school *(PIMSAT) and M.SC major in Biochemistry from Karachi University*. Around **Twenty (20) years** of professional experience of Sales & Marketing Management *(with companies like ABBOTT, OTSUKA & HIMONT Group)* makes me professionally sound and considerate value addition for the company.

Started career from entry level and raised up to the senior management level with developed, sharpened skills and attributes demonstrated in:

1. ***Business Management***
2. ***Marketing Management***
3. ***People Management***
4. ***Customer development***
5. ***KOL Management***
6. ***Pre & Post Product Launch Activities***
7. ***Scientific activities management (CME etc)***
8. ***Training and development***
9. ***Administration***
10. ***Sales Force Effectiveness***
11. ***Human Resource function***
12. ***Value Addition in Business Processes***
13. ***Marketing Services***
14. ***Distribution / Supply Chain Operations/ Logistics / Inventory Controls)***

An experience, which gives me an in-depth understanding of Pharma industry’s sales & marketing management, business planning & operations, channel management, Decision making, time management, contracts or contacts management, human capabilities and its limitations, Strong leadership and communication skills; effective team builder; proven capability in strategic work, efficiently contributed from annual budgeting to tactical goals achievements.

Seeking to be a part of an organization’s Senior Management Team, works for the community development that is driven to excellence and promote professional development based on an employee’s dedication, team commitment, adaptability and professionalism.

At your convenience we can discuss things across the table like highly effective people and can create win-win situation.

Thank you in advance for your professional courtesy in reviewing my profile.

Looking *fast forward* to hearing from you.

Yours truly,

**Sheikh Imran Zafar,**

Karachi, Pakistan

+92-332-3286506

Email : imranzafar22@gmail.com

Skype : imranzafarsheikh

**To Contribute & Add Value in the Growth and Success of the Organization**

**Personal Information**

|  |  |
| --- | --- |
| **Name** | **SHEIKH IMRAN ZAFAR** |
| **Age / DoB** | 42 Years / October 28, 1973 |
| **Marital Status** | Married, Two Daughters |
| **Address** | B-415, Bismillah Terrace, Sector 15-C, Gulzar-e-Hijri,  Scheme 33, Karachi. |
| **Mobile** | +92 -332-3286506 , +92-303-2792902 |
| **E-mail address** | [imranzafar22@gmail.com](mailto:imranzafar22@gmail.com) |

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**Professional Experience**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Concern** | **Period** | | **Duration** | **Designation** |
| **From** | **To** | **Years** |  |
| **TABROS Pharma Pvt. Ltd**  **Karachi, PAK** | July-2015 | To date | **01 year** | **Business Unit Head (01 year)** |
| **HIMONT Pharma Pvt. Ltd**  **Lahore, PAK** | Jan-2014 | July-2015 | **3 Years** | **Business Unit Head (1.5 year)** |
| **HIMONT Pharma Pvt. Ltd**  **Lahore, PAK** | Sep-2012 | Dec-2013 | **Sr. Product Manager (1.5 years)** |
| **OTSUKA Pakistan Ltd. Karachi, PAK** | Jan-2009 | Aug-2012 | **09 Years** | **Sr. Sales Manager South (3.5 years)** |
| **OTSUKA Pakistan Ltd. Karachi, PAK** | Jan-2005 | Dec-2008 | **Sales Manager South (4 years)** |
| **OTSUKA Pakistan Ltd. Karachi, PAK** | Jul-2003 | Dec-2004 | **Field Manager (1.5 years)** |
| **ABBOTT Laboratories Pakistan Ltd. Karachi, PAK** | Jan-1999 | Jun-2003 | **7 Years** | **Field Manager (4.5 years)** |
| **ABBOTT Laboratories Pakistan Ltd. Karachi, PAK** | Jan-1998 | Dec-1998 | **Sr. Territory Manager (1 year)** |
| **ABBOTT Laboratories Pakistan Ltd. Karachi, PAK** | Jun-1996 | Dec-1997 | **Territory Manager (1.5 years)** |

**Academic Profile**

 **M.B.A. in Marketing**             from **PIMSAT** KHI - PK        2003 (Gold Medalist)

 **M.Sc. in Bio-Chemistry**            from **University of Karachi** KHI - PK       1995 (1st Position)

 **B.Sc.(Hons) in Bio-Chemistry** from     **University of Karachi** KHI - PK      1994 (2nd Position)

 **Intermediate in Pre-Medical**  from     **Federal Board** KHI - PK      1990 (1st Division)

 **S.S.C**          from     **Karachi Board** KHI – PK 1988 (1st Division)

**Professional Exposure**

**Tabros Pharma Pvt. Ltd.**

**Business Unit Head July 2015 till to date**

* Managing the Sales and marketing team of the business unit , working independently, reporting to the CE (Chief Executive) of the organization
* Responsible for establishing a new business portfolio for the company comprising of Neutraceutical and Pharmaceutical products covering segments of Gynae. Ortho, Medicine and GP market
* Explore new opportunities to launch and develop new products in lieu of changing market trends and customer needs, preparing marketing plans in review of market research, forecasting revenues and expenses
* Enhance the corporate image by providing quality services to all customers, thus extracting highest degree of customer satisfaction for mutual benefits
* Build capacity and develop skills amongst team members by regular trainings and equipping them with required product knowledge, selling skills and management skills
* Responsible for achieving assigned financial and commercial objectives of Business Unit through effective planning and ensuring execution.

**Himont Pharmaceutical Pvt. Ltd.**

**Business Unit Head Jan 2014 till July 2015**

* Responsible for Marketing and Sales of largest division of the company, both in term of revenue (500 million PKR) as well as Headcounts (125 persons), work independently by reporting to the CEO
* Responsible for achieving assigned financial and commercial objectives of Business Unit through effective planning and ensuring execution.
* Declared as best BUH for the year 2014 on the bases of highest growth contribution. Successfully delivered 18% growth in Business Unit whereas total company growth was 6%.
* Enhance the corporate image by arranging different type of scientific activities like CMEs, RTDs, Ward Presentations, participating in symposia / seminars, use of scientific material/studies
* Major Specialties covered are Gynae, Med, Gastro, Paeds and G.P.
* Inculcate the “performance culture” within the team by discharging strong leadership attributes, team building elements, providing conducive and rewarding environment and applying the skills of motivation
* Manage Human Resource by building their mental and physical capacity through regular training sessions and infield coaching, personal grooming and career development and employee retention.
* Sustain good business health by efficiently managing limited promotional resources to achieve targets as well as higher yield per rep.
* Coordinate and monitors marketing planning including analysis of market opportunities and competitor activities.
* Annual forecasting and review on quarterly basis to avoid stock shortage and loss in sales.

**Sr. Business Manager / Sr. Product Manager Sep 2012 till Dec 2013**

* Responsible for Managing the largest revenue generating brand of the company, Spasfon (Antispasmodic)
* Arrest the declining trend of Spasfon and achieve target in year 2013 by delivering growth of 25% through innovative strategy and customer engagement activities (IMS Q-IV, 2013)
* Managed diversified portfolio of products, including Antispasmodic, Analgesic, Vitamins, Appetite Stimulant, Iron Preparation, Hepatic, Pro-Biotic.
* Plan and formulate effective marketing philosophies, strategies and action plans
* Outline and implement annual business plans to achieve the corporate objectives
* Analyze marketing environment and competitors activities and co-ordinate marketing research
* Co-ordinate with sales, distribution, medical and other relevant functional areas to monitor key activities.
* Deliver product presentation and training sessions to both field force and customers.

**Otsuka Pakistan Ltd.**

**Sr. Sales Manager / Sales Manager Jan 2005 till Aug 2012**

* Responsible for Managing two different teams from Karachi to Multan Region (60 Headcounts)
* Responsible for Managing 60% of total company business (1 Brillion PKR)
* Declared as best Sales Manager for consecutive 3 years and win Japan Tour.
* Managed Diversified product portfolio including I.V Solutions, Clinical Nutrition, Oral Nutrition, Pharma products (Anti-Platelet / Bronchodilator)
* Trained and developed high profile team for the company.
* Management and Control of Sales Team & their activities in South Region.
* Developed Sales Strategy & Tactics
* Analysis and planning of Sales Development
* Ensure implementation and follow up of all marketing activities through Sales Team
* Handling and Managing Distribution of affairs
* Presentation and product discussion in Focus groups.

**Field Manager Jul 2003 till Dec 2004**

* Declared as best Field Manager in year 2013 on the basis of highest sales achievement. Karachi remained Champion district for consecutive 3 years under my leadership
* Recovered lost business of company in all key Hospital of Karachi like LNH, AKUH, Ziauddin Hospital, Patel Hospital.
* Retain the team with Zero turnover.
* Developed influencers and speakers for the company.
* Delivered product presentations and training sessions to both field force and customers.
* Ensure implementation and follow up of all marketing activities through Sales Team
* Training and development of Sales Team

**Abbott Laboratories Pakistan Ltd.**

**District Field Manager Jan 1999 till June 2003**

* Responsible for Managing the most difficult and challenging business portfolio in Abbott including pharmaceutical business (Klaricid and others) and Neutraceuticals (Pediasure and others) in both regions of Karachi through a team of six Medical Representatives.
* Generate highest sales achievement as DFM in year 2000 to 2001.
* Conduct many RTMs, Ward presentations, LSPs to establish conceptual based research products.
* Initiate “Brick Sales Analysis” culture in the company.
* Impart extensive training and coaching to team members for their grooming and effectiveness.
* Developing future leaders for the company through on Job training and effective leadership skills.
* Developed influencers and speakers for the company

**Sr. Territory Manager / Territory Manager Jun 1996 till Dec 1998**

* Carried out the promotional activities in leading teaching Hospital (JPMC) in Karachi as well as Thatta Dist.
* Develop KOL for prescription generation supporting business increase all over the Karachi.
* Highest achiever (154%) as TM in 1997.
* Highest achiever of Surbex Z (185%) in its first year of launch.
* Win product knowledge contest several time as TM
* Win Detailing contest several time as TM
* Inclusion of Anti T.B drugs in JPMC for the 1st time in 1997
* Inclusion of Klaricid 500mg in JPMC for the 1st time in 1997

**Career Milestones:**

* Declared as best BUH in year 2014 in Himont Pharmaceutical on the basis of highest growth generating BUH (18% growth with Achievement of 95%)
* Upgrade the rank / position of “Spasfon” from 3rd to 2nd in span of only two years (2013-2014) through consistent and effective customer engagement activities.
* Under my Supervision and Management in Otsuka Pakistan Ltd.

* + Hyderabad Team becomes champion (2010)
  + Karachi Team becomes champion (2008)
  + Karachi Team becomes champion (2005)
  + Karachi Team becomes champion (2004)
  + Multan Team becomes runner up (2011)
  + Karachi Team becomes runner up (2006)
  + Hyderabad Team becomes runner up (2005)
* Higher achiever as FM in Abbott Laboratories in the years 2000 & 2001
* Highest achiever as TM in Abbott Laboratories in the year 1997
* Highest achiever of Surbex Z (New Launch) in Abbott Laboratories in the year 1997
* Inclusion of Anti T.B drugs in JPMC for the 1st time in 1997
* Inclusion of Klaricid 500mg in JPMC for the 1st time in 1997
* Rated highest over the period of time in the segment of :
* Leadership
* Team Building
* Decision Making
* Task Management
* Interpersonal Relationships
* Communication
* Initiatives

**Professional Training**

* Product Management
* Sales Management
* Performance Appraisal
* Pharmaco-vigilance
* Coaching and Counseling
* Selection and Recruitment
* Basics of Field Management
* Selling skills (TOPS & PAWNFAB)
* Planning and conduction of monthly meeting
* Conduction of Focus group and RTDs
* Personal grooming, Courtesy, Etiquette, Table Manners

**Recognition**

* Achieved following Certificate of Excellence:
  + Good Leadership (2009)
  + Managing Annual Sales Conference (2009)
  + Good Analysis skills (2006)
  + Good Analytical skills (2005)
  + Good Time Management (2004)
  + Result oriented Decision Making (2003)

**References**

* Reference would be furnished upon request.