***Syed Muhammad Kumale***

***Scholastics***

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| **Qualification** | **Year** | **Institution** | **Grade /CGPA** |
| MBA  (Marketing) | In Progress | Iqra University | 3.2 |
| Pharm-D | 2009 | Faculty of Pharmacy  University of Karachi | 3.2 |
| HSC | 2004 | Adamjee Govt. Science College | A+ (80.54%) |
| SSC | 2002 | Chiniot Islamia Public School | A+ (84.58%) |

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| **Currently Working** |
| Since Jul, 2014  As a ***Senior Product Manager*** in Marketing Department (Pediatrics, Cardiology, General segments), PharmaFive Pvt. Ltd. |

***Personal***

**Father’s Name:**

Syed Ali Irtiza

**Date of Birth:**

August 17th, 1986

**Address:**

13 A, Block 8, Azizabad, F.B. Area, Karachi

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| **Past** |
| Jul, 2013 – Jun, 2014  As a ***Product Manager*** in Marketing Department (Pediatrics and General Segment), PharmaFive Pvt. Ltd. |
| Mar, 2012 - Jun, 2013  As an ***Assistant Product Manager*** in Marketing Department (General Segment), PharmaFive Pvt. Ltd. |
| Jul, 2011 – Feb, 2012  As a ***Product Executive*** in Marketing Department (Orthopedic, Gynecology segments), Efroze Chemical Industries. |
| Feb, 2010 – Jun, 2011  As a ***New Product Development Officer*** in NPD Department, Efroze Chemical Industries. |

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| **Working Experiences** |
| * Preparing Marketing Plan for new and existing products for the fiscal year. |
| * Market Analysis for new and existing products and assessing competitors. |
| * Organizing Product Launch and Training of new products for Sales force. |
| * Preparing Launch material and promotional support for new products. |
| * Forecasting for existing product and annual budgeting for Promotional support. |
| * Requesting Quarterly Physicians’ Samples for designated portfolio from Supply chain department. |
| * Allocating Monthly Physicians’ Sample and Promotional material to Sales force. |
| * Planning and Designing Promotional material and giveaways to be distributed among Priority customers. |
| * Organizing Quarterly Product refreshers for Sales Force and assess product knowledge. |
| * Preparing and designing Annual Product Detailing Aid for Sales Force. |
| * Planning and executing biannual corporate image building activities. |
| * Planning and Organizing Round Table Discussion (RTDs) and Ward Presentations for focused products in respective segments. |
| * Facilitating CMEs, Symposiums, Seminars organized by Associations and Institutions in respective segments. |
| * Organizing Family Events and get together for Priority customers at prime venues. |
| * Maintaining customers’ data from relevant segments. |
| * Maintaining liaison with Key customers of the company. |
| * Assessing Monthly territory and product-wise Sales for Trend Analysis. |
| * Keeping liaison with vendors and suppliers. |
| * Engaging office employees in corporate activities like Office Etiquettes and Good Reads. |

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| **Hobbies and Interest** | | |
| * Reading | * Sketching & Painting | * Internet Browsing |

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| **Skills** |
| * Proficient in Microsoft Word, Microsoft Excel and Microsoft PowerPoint. |
| * Good Interpersonal and Communication Skills. |