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| B-319, Sector 11/A, North Karachi • KARACHI •  Phone 0321-8242937: • e-mail [ntahawer@gmail.com](mailto:ntahawer@gmail.com)  G:\noman\personal\final cv\07May2012.jpg |

**Syed Noman Tahawer**

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| intention | | |
|  | Looking for a prominent position in a dynamic and a professional environment, where my skills and competencies could be utilized effectively. |
| Experience | | |
| E:\Desktop & Docs\Desktop\company logos\images.jpg  C:\Users\Syed Noman Tahawer\Desktop\unnamed.png  F:\sjg backup\Noman\jpeg\SJGLOGO.jpg | April’17 ~ A.G.Lloris Pvt. Ltd.  **Country Head**  Responsible for Sales & Marketing operation of A.G.Lloris (Pvt.) Ltd. – Invovled and responsible for all operational matters to run new company like distribution hiring, team hiring etc. Lauched Ciprofloxacin, Levofloxacin, Omeprazole, Esomeprazole, Linezolid & Tramadol.  May 2015 ~ March 2017 SJG Fazul Ellahie Pvt. Ltd.  **Business Unit Manager**  Responsible for Sales & Marketing of SJG - Team-A. Managing sales and marketing activities for company’s staratigic brands like Cinoflox, Omicin & Acenac-SR.  ***New Product Launches as a BUM in SJG Fazal Ellahie Pvt. Ltd.:***   * MOOR (Montilukast)   ***Assignments done & Achievements as a BUM in SJG Fazal Ellahie Pvt. Ltd.:***   * Restucturing the Team. * Team motivational meetings, incentives launched to retain the team. * Launch focus projects and activities. * Give 10% YTD GOLY in 2015. * From Jan’16 prodcing ever highest sales figures with Jan-Oct’16 YTD GOLY of 58% with 125% target achievement.   April 2014 ~ April 2015 Hilton Pharma Pvt. Ltd  **Group Product Manager**   1. Hilton Pharma is a leading company among MNCs & Local Pharmaceuticals. Managing company’s staratigic brands like Zopent, Xikarapid, Unix, Hiflox & Hilyte-R   ***Assignments done & Achievements as a Group Product Manager in Hilton Pharma:***   * Revitalize Hiflox (Ciprofloxacin). * After very long time Xikarapid achieved ever highest 40,000 units. * Aggressive participation in orthocon’14. * Conducted local CME in Karachi for 30 doctors and launch different customer engament programs.   April 2013 ~ April 2014 Barrett Hodgson Pakistan Pvt. Ltd.  **Senior Product Manager**  E:\Desktop & Docs\Desktop\company logos\download (1).jpg   1. Barrett Hodgson Pakistan (Pvt) Ltd. is one of the foremost pharmaceutical colossal of the country with glorious history of around 2 decades (founded in Sep. 1992) and epitomizes; AstraZeneca UK, Astellas (Fujisawa) Japan & Allergan Inc., USA.  Managed the Product line of Astellas (Japan) which is an ancillary commerce of BH. Country’s celebrated & illustrious brands are the peculiarity & hallmark of that business unit. I have been liabled for the business of all those products including Research Brands like Cefspan, Losec, Cefizox as well as branded generics like Inocef, Febrol etc. while securing Market Leader Position in IMS (PKPI) Ranking. Top line of PKR > 1.8 billion is being contributed by the assigned Business Unit. 2. Cefspan became 1 billion brand with effective marketing strategies. 3. Before IMS-Plus formal training, I conducted IMS-Plus training for whole marketing team, as IMS-Plus currently purchased & I am the only person who can run IMS-Plus software. 4. Conducted Ciprofloxacin Suspension launch meetings in Isd. & Lhr. 5. Involved in arranging activities from 1st day till ROI analysis for all 71 doctors who participated in National Paedscon’13 Isd. 6. Planned and conducted comperehnsive training for all field force of BH, based at Larkana & Sukkur. 7. In Multan Region (i.e. Multan, Bhurewala, Bhawalnagar, Khanewal, D.G.Khan, Layyah, R.Y.Khan & Sadiqabad) arrange 8 LSPs on Cefspan in Gyn segment. 8. In Multan Region (i.e. Multan, Bhurewala, D.G.Khan, Layyah & R.Y.Khan) arrange 5 LSPs on Cefspan in Paeds. segment.   May 2012 ~ April 2013 Bosch Pharmaceuticals Pvt. Ltd.  **Senior Product Manager**  E:\Desktop & Docs\Desktop\company logos\images (1).jpg   1. Developed Marketing plans including strategy setting, brand positioning, targeting in addition to forecasting 2. Design and monitor transition of strategy into tactics to achieve the forecasted sales. 3. Liasoned with sales force to increase the acceptance of organizations strategy to enhance productivity. 4. Analysed **each** products’ performance and set new strategies for aggressive growth. 5. Responsible for antibiotic portfolio i.e. Moxifloxacin, Ceftazidime, Cephradine.   ***Assignments done & Achievements as a Senior Product Manager in Bosch Pharmaceuticals Pvt. Ltd.:***   * After joining as Senior Product Manager, I was responsible for sales and marketing both from May’12 till Aug’12 after resigning of BUM. * I was completely involved in Budgeting for the year of 2012-13 for assigned portfolio. * Delegate Budgets to SMs / ASMs during budget meetings. * Conducted 1st quarterly cycle meeting in 6 regions independently. * In Nov’12 proposed relaunch of Izilon i.e. Moxifloxacin to S&MM, after analysing the market potentional and brand performance. * Within 20 days, completed all plan for relaunch including: * Getting approvals of budgets. * Finalize the promotional support. * Meeting arrangements (Managing groups & hotels). * Arrange 2 days training (1 day for Medical+Product Part & 2nd day for Quiz, Promotional inputs+Incentives+detailing) * After completion of relaunch meeting in Dec’12, I achieved ever highest sales of Moxifloxacin i.e. 3.63 million sales with 136% achievement in January’13. * In Jan’13, I have achieved 100% YTD target of Izilon after very long time. * Arrange Local CME at Nathia Gali of 15 doctors’ family from Gujrat, Jehlum, Gujranwala area.   January 2011 – May 2012 SJG Fazul Ellahie Pvt. Ltd.  **Senior Product Manager**  F:\sjg backup\Noman\jpeg\SJGLOGO.jpg   1. Assisted Country Manager in the **development** and **restructuring** of the whole business unit. 2. More Extensive fieldwork throughout Pakistan.   July 2007 – December 2010 SJG Fazul Ellahie Pvt. Ltd.  **Product Manager**   1. Same as Senior Product Manager   F:\sjg backup\Noman\jpeg\SJGLOGO.jpg  ***Achievements as a Product Manager / Senior Product Manager:***  The above mentioned responsibilities are part of every product manger’s job description but not all product managers are successful product mangers. Below, I would like to share my individual achievements as a product manager: |
| F:\sjg backup\Noman\jpeg\SJGLOGO.jpg | * **Sales of all products are at their record highest** in 2009, my portfolio growth was reported 30%.   My products have shown **consistent growth** since 2006 from the time I joined the unit as an Assistant Product Manager.   * After smooth and successful achievements of several assignments the C.E.O personally discussed and assigned me **relaunch of a key product** of a company i.e. CINOFLOX (Ciprofloxacin).   I took this relaunch as a challenge for my product management capabilities and decided to make this relaunch an example in the company’s history.   * + Analysed the situation and prepared a completely new marketing plan for the product.   + Changed old packaging with new colourful and attractive packaging.   + Finalized launch campaign within 15 days of time.   + Conducted relaunch motivational meetings with field force.   + In a short span of time the sales figures were doubled and the product was showing significant growth.   + The relaunch was so successful that the company has agreed to my proposal of line extension of the product. * Initiated a highly successful project with the name of “**Pan-Pakistan Gynaecology Consultant Development Program**" for a certain product.as a result of this marketing project ever highest sales were achieved. * Relaunched a **problem product** i.e. Artilage Plus and lifted moral of a highly demotivated team. The relaunch was a success which positioned the brand amongst the main brands in the category. This was a very challenging assignment for me. * Extensive fieldwork throughout Pakistan.   ***New Lannch / Brand Extensions:***   * **Launched Aceclofenac Capsule 200mg** in Apr’12. * **Launched Artemether Injection 40mg & 80mg** in Oct’11. * **Launched Ciprofloxacin Infusion 200mg/100ml** in Apr’11. * **Launched Artemether+Lumefantrine** in Apr’10.   July 2006 - June 2007 SJG Fazul Ellahie Pv. Ltd.  **Assistant Product Manager**   1. Earned a promotion to the position of Assistant product manager on the recommendation of Country manager due to my excellent and consistent performance as Area sales manager. 2. Replaced a senior Product manager and reported directly to the group product manager. 3. Worked extensively on all aspects of product management. 4. Extensive fieldwork throughout Pakistan. |
| F:\sjg backup\Noman\jpeg\SJGLOGO.jpg | **SALES EXPERIENCE**  August 2005 - July 2006 SJG Fazul Ellahie Pvt. Ltd. Karachi  **Area Sales Manager**   1. Managed sales activities, detailing and field visits etc. of 6 Medical Representatives in 1 third of Karachi.   ***Achievements as a Area Sales Manager:***   * Gave 75% growth in my assigned area.   Dec 2004 – August 2005 Merck Marker Pvt. (Ltd) Karachi  E:\Desktop & Docs\Desktop\company logos\download (1).png  ***Project Specialist Rheumatology***   * Responsible for implementing company’s strategies concerning Rheumatology segment and developing good relations with key opinion leader in whole Karachi.   May 1998 - Nov 2004 Merck Marker Pvt. (Ltd) Karachi  ***Scientific Promotion Officer***  E:\Desktop & Docs\Desktop\company logos\download (1).png   * Promotion of company’s products like (Neurobion, Neuromet, Optifam, Ranulcid, Omelcid, Neoprox, Neurofenac, Pcam & Wintogeno)   June 1997 – May 1998 Platinum Pharmaceuticals Karachi  E:\Desktop & Docs\Desktop\company logos\download (2).png  ***Sales Promotion Officer***  Promotion of company’s products like (Suprox, Reducid, Fastaid)  January 1993 - Nov 1996 Osmani & Co. Karachi  E:\Desktop & Docs\Desktop\company logos\images (2).jpg  ***Sales Supervisor***  Responsible for multidimensional activities involving distribution and proper merchandising of products displaying and forecasting of sales.Scientific Promotion Officer. |
| Training courses | | |
|  | * Attended a 6 days product management course by Mr. A.R.Puri in which basic product management knowlodge for companys’ success and product managers’ role in the company were discussed. The training also outlined how to become a professional, effective and efficient product manager. * 15 days comprehensive training course by Merck Marker Pvt. Ltd. where product knowledge and selling skills were discussed. * Sales Training Course by Unilever Pakistan Ltd. Where topics such as sales promotion, behaviour, products displaying and merchandising were discussed in detail. |
| Education | | |
|  | 2004 PAF-KIET Karachi  **M.B.A** Marketing.  1993 University of Karachi Karachi  **B.Sc** |
| ReferenceS | | |
|  | Will be furnished upon request. |