**Syed Pasha Masroor**

**Personal Statement:**

I am a creative and enthusiastic sales and marketing professional with a sense of making the most of the available opportunities. I posses excellent communication skills and have the ability and experience to relate to a wide range of people. I enjoy learning new things that allows me to work well under pressure. I have the sales and marketing experience to handle customer’s objections and solve problematic situations.

**Work Experience:**

1. **Working as a Strategic Business Associate in Sanofi from 1st July 2015 till date.**

**Responsibilities:**

* Effective product detailing following Sanofi’s sales certification model to target doctors in South Region.
* Achievement of agreed Sales Targets within time frame.
* Implementation of Marketing Strategies and reporting directly to Business Manager.
* Conduct effective marketing activities for e.g. Round Table Discussion (RTDs), Local Speaker Program (LSPs), Scientific Product Presentation (SPP).
* Regular feedback on Marketing Intelligence.
* Having good contacts with Key Opinion Leaders (KOLs).
* Regularly updating product / disease knowledge, selling skills and achievement of satisfactory quiz marks.
* New Customer identification and development.
* Ensure Physician targeting (potential analysis) on regular basis by updating contact list.

**Achievements:**

* Successfully included Thymoglobulin in Bone Marrow Transplant protocols at AKUH within three months of my induction.
* Initiated the use of Thymoglobulin in Bone Marrow Transplantations in NIBD.
* Initiated the use of Thymoglobulin in Indus Hospital for the treatment of Aplastic Anemia.
* Successfully completed induction training and sales certification
* Established good relations with KOLs.

1. **Worked as a Pharma Associate in Sanofi (9th March 2015 - 31st June 2015).**

**Responsibilities:**

* Demonstrating or presenting my assigned products to healthcare professionals.
* Conduct effective marketing activities for e.g. Round Table Discussion (RTDs), Local Speaker Program (LSPs), Patient Awareness Program (PAPs) etc.
* Having good relations with Key Opinion Leaders (KOLs).
* Monitoring competitor activity and competitors' products.
* Regularly updating product knowledge, disease knowledge, and selling skills.
* New Customer identification and development.

**Achievements:**

* Attended induction training and successfully achieved “Sales Certification” and “License to sell” certifications.
* Conducted LSPs with KOLs like Dr.Umer Khan &Dr.Darshan Kumar and Dr.Rashid Nasim Khan.
* Successful in indenting LANTUS in Dar ul Sehat Hospital pharmacy.

1. **Worked as a Sales Promotion Officer in BOSCH Pharmaceuticals (5thMay 2012-9thMarch 2015).**

**Responsibilities:**

* Responsible for maintaining and increasing knowledge of products, disease, competitors and selling skill for prescription generation.
* Achieving sales target for the assigned products in my territory.
* Proactively seeking out opportunities to increase customer base while maintaining superior service to current customers.
* Delivering product presentations to customers by planning each call with specific objectives, maintaining customer interest, handling objections, communicate product features as Patient’s benefits and competently use Promotional Mix.

**Achievements:**

* Successfully achieved sales target for the year 2012-13 and 2013-14.
* Achieved highest sales in Pakistan for CEFOTAX with an YTD of 134% in 2012-13.
* Successfully executed the marketing strategies and action plans as delivered by the higher management.
* Established CEFOTAX as a leading brand in my territory.
* Achieved 1st position in disease and product knowledge quiz and 2nd position in detailing in Pakistan during annual sales training in 2013-14.

1. **Worked as a Pharma Associate in Macter International (3rdJanuary 2012 - 30thApril 2012).**

**Responsibilities:**

* Communicating product’s features and benefits to healthcare professionals.
* Identifying and establishing new business opportunities.
* Ensuring product availability in hospitals and pharmacies of the assigned territory.

**Achievements:**

* Significantly increased sales volume by identifying the gaps.
* Succeeded in indenting CLAVOX (cefotaxime) & BUPHAIN (nalbuphine) in leading medical institution of the assigned territory.
* Actively took part in the 4thPediatric Infectious Diseases Conference from the platform of Macter.
* Developed good relations with the customers by regular visits and was also able to handle queries raised by them

**Academic Qualification:**

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| --- | --- | --- | --- | --- |
| Degree | Institution | Division/Grade/CGPA | Majors | Year |
| MBA | IQRA University | 3.3 | Marketing(All courses competed) | 2016 |
| M.Sc. | University of Karachi | 1stDiv | Physiology | 2012 |
| B.Sc. (Hons) | University of Karachi | 1stDiv | Physiology/  Biochemistry/  Biostatistics | 2011 |

**Professional Courses/Certificates:**

* Successfully completed 1st ever “Sales Representative Course” and enrolled as a Sales Representative Certified Professional by DOW University of Health and Sciences, April 2012.
* Successfully passed Health Science Professional Certificate on “Clinical Pharmacology” held at Institute of Health Sciences Pakistan (IHSP) and facilitated by Advance Educational Institute and Research Centre (AEIRC), August 2012.

**Workshops/Seminars/Trainings:**

* Actively participated in one day seminar on “Sadness in Adolescents” organized by Advance Educational Institute and Research Centre (AEIRC), October 2012.
* Attended one day seminar on Alzheimer’s disease Organized by “Mera Ghar Welfare Association”, “Inner wheel club of Karachi” & AEIRC, April 2011.
* Participated in the “3d Model and Illustrated Poster designing” competition on human physiology, organized by the Department of Physiology, University of Karachi April 2010.
* Participated in all the necessary scientific phases arranged during one day workshop on biochemical technique “Enzyme Linked Immunosorbent Assay (ELISA)”, February 2010.
* Attended one day workshop on “Diversity of Vitamin D Functions” held at Institute of Basic Medical Sciences, Dow International Medical College February 2010.
* Participated and volunteered in one day seminar on “ Stress Management ,Islamic and Scientific Perspectives” organized by Pakistan Physiological Society in collaboration with DOW University of Health and Sciences and Department of Physiology, University of Karachi, August 2009.

**Professional Strength:**

* Creative.
* Goal Oriented.
* Personable/likeable personality.
* Quick learner.
* Multi-Tasking.
* Leadership skills.
* Problem solving skills.
* Self-motivated.

**Personal Information:**

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Date of birth: 19/09/88

**References**:

Shall be furnished on demand