**RESUME**

**TARIQ AFAQ**

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Phase-II, Gulistan-e-Jauhar, Karachi,

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**PERSONAL INFORMATION:**

Father’s Name : Afaq-Ur-Rehman

CNIC NO : 42201-5782934-3

Marital Status : Married

**QUALIFICATION:**

* Bachelor of Science (B.Sc.)
* Masters in Business Administration ( SALES & MARKETING)

**EXPERIENCE:**

* Expertise in Inter Personal Communication, people and event management, knowing the art of elicitation of the inside personality. Command on both English & Urdu communication, sense of humor and knowledge of current issues.
* More than 20years of fast track marketing of pharmaceutical (Ophthalmics) Sales & people management experience, to increase company business by developing relationship and guiding sales force to use best communication language for best results.
* Worked as a “**Sales promotion Officer”** in **Welcome Pakistan** from 1980-1985.
* Worked as “**Sales promotion Officer”** in **Allergan Pakistan** from 1985-1988.
* Worked as a “**Regional Manager”** in **Allegran Pakistan** from 1989-1998.
* Worked as a “**National Sales Manager”** in **Zafa (Ophthalmics)** from 1998-1999.
* Worked as a “**National Sales Manager”** in **Continental Chemical (Ophthalmics)** from 1999-2000.
* Worked as a “**Business Development Manager”** in **Ursa Pharma (Ophthalmics)** from 2000.
* Worked as a “**Regional Sales Manager”** in **Farmila Himont (Ophthalmics)** from 2000-2002.
* Worked as a “**Business Development Manager”** in **Haroon Brothers (Ophthalmics)** from 2002.
* Worked as a “**Regional Sales Manager”** in **Sante Pharmaceuticals** from .2002-.2007.
* Worked as a “**Business Development Manager”** for **MNF Enterprises** for their Ophthalmic Division from 2007- 2010.
* Working as a “**Divisional Head (Pakistan) for Ophthalmics & ENT** in **Ismak (Ophthalmics) Pvt. Ltd**. From 2012 till to date.

**OTHER FIELD RELATED EXPERIENCE:**

* Experience of holding Seminars, Exhibitions & Marketing Workshops.
* Experience of holding Small & Round Table Discussions, Lectures, Video Shows among the groups.
* Complete Territorial knowledge & customer identification specially Sindh, Baluchistan Areas.
* Strong relationship with the key customers & complete know how of their whereabouts, prescription habits, personal attitude behaviors, liking and disliking of product & other related matters.
* Over the year went through many training programs on understanding customer and their buying motives. It helped me to increase understanding of people and their psychology.
* Also I have exposure of traveling to different countries during my carrier as further developed understanding of social cultural & political issues.
* Also I have the experience of organizing focus group discussion meeting & have the expertise of how to facilitates and keep people on an issue.

**PROFESSIONAL COURSES ATTENDED:**

* Professional selling skills PSS III by B.J Bartilate in 1987 to 1988.
* Supervisory Training Program at Dubai in 1989.
* Management Development Program at on Effective Sales Management in 1992.
* Manager’s Development Program on professional Selling Skills in 1994.
* Course in Introduction to marketing concept under supervision of Pakistan Institute of Management.
* Various Sales & Marketing course attended under the supervision of foreign-based senior marking consultants on effective leadership & Communication.
* Organized in different marketing held at Dubai Sharjah, Saudi Arabia.
* Colombo, Egypt, Thailand, Singapore etc. on better sales output and peoples sales performance during the period of 1988-1995.
* PAWN FAB Selling Techniques for better Sales output in 2001.
* For TEN STEPS Coaching and Counseling.

**COURSES DELIVERED:**

* Developed & Delivered “Selling Skills” Courses to Allergan & Sante field force.

**ACHIEVEMENTS:**

* Joined Various Ophthalmic related Companies as a pioneer member, stream lined and organized the area sales & created continuously growing sales trend.

**CREATIONS:**

* Presented ideas for promotion plan especially for better out puts! Planning of territories for effective time management and sales.

**PERFORMANCE AS A BUSINESS UNIT HEAD:**

* Replaced field force by replacing low performer to high performer sales persons.
* Organized **/** Trained **/** Coach new team members during my services as sales manager.
* Developed the proper system of working e.g. tour plans, tour schedules & timing of field force to achieve high standards of sales performance.
* Rebuilt additional sales in minimum time.
* Organized, arranged & participated much national academic conference inside the country & outside the country for the better image of organization.

**AMBITION:**

* To get top management position and always upward career. To be more skillful in present future business scenario.

**VISION:**

* To explore market with new dashing ideas and to give a rise for at least double to corporate in next five years.