

# UKACHUKWU SAMUEL

38 Dun Esker Ballinasloe, Co Galway | Phone: (353) 83 190 0005 | Email: shybold@yahoo.com | [LinkedIn](#)

Resourceful and target-focused professional with over ten years of experience in Marketing Strategy and Relationship Building. Committed to constructing and implementing strategic solutions and a 'path-forward' for marketing excellence and sustainable growth.

## CORE COMPETENCIES

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| ◆ Marketing Strategy                           | ◆ Strategic Planning & Business Development |
| ◆ Sales Improvement & Productivity Enhancement | ◆ Leadership Support & Team Advancement     |
| ◆ Relationship Development & Sustainment       |   |

## QUALIFICATION HIGHLIGHTS

- Enthusiastic about engaging in sales collaboration across all professional levels, skilled in interfacing between cross-functional teams, stakeholders, and executive-level leadership.
- Critical sales, communication, and interpersonal skills - invoking diplomacy, tact, and cultural competency in all internal and customer-facing communication.
- Expert proficiency in sales management with the capacity to apply flexibility, resiliency, and resourcefulness in addressing sales target issues through hands-on guidance and coaching.

## CAREER OVERVIEW

Superintendent Pharmacist, Euro Source Pharmaceutical Ltd. (Lagos, Nigeria)	January 2017- Feb 2018
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- Handled the registration of office premises with the Pharmacists Council of Nigeria (PCN).
- Managed products registration with the National Agency for Food Drugs Administration and Control (NAFDAC)
- Coordinated over 100 clinical presentations and meetings with Private Sector clinics, Federal and State government Health institutions.
- Facilitated and negotiated contract for the manufacturing of products.
- Liaised with Pharmaceutical Group of the Manufacturers Association of Nigeria (PMGMAN), National Agency for Food Drugs Administration and Control (NAFDAC), Pharmacists Council of Nigeria (PCN), Pharmaceutical Society of Nigeria (PSN), Federal and State Ministries of Health, Customs and Excise Authorities.

Area Sales Manager, Labeta Drugs Ltd. (Lagos, Nigeria)	Dec 2015 – Feb 2017
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- Resuscitated the sales department by scaling sales strategies across the Lagos markets by 50% within six months by conducting a gap analysis in product reach.
- Established high-performance targets and coached teams to ensure sales targets were met with optimum service quality.
- Worked holistically with critical stakeholders to understand sales needs, design customer-centric product packaging, and drove change initiatives to support the sales team.
- Actualized #12,000,000 in sales target in six months by focusing on brand marketing and exclusive collaboration with significant pharmaceuticals and health sectors in Lagos.
- Directed performance enhancement initiatives through the design of strategic KPIs for the optimization of sales.

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Area Sales Manager, Mark Pharmaceutical Ltd. (Lagos, Nigeria) Jan 2013 - Nov 2015

- Implemented a robust sales plan that improved sales target by 15% within three months.
- Motivated business development opportunities through informed brand marketing and strategic planning.
- Successfully launched monthly and quarterly evaluation of sales team with initiatives
- Retained accountability for the coordination, distribution, and communication of sales targets to Medical Sales teams under-allocated territories.
- Focused on brand marketing and on-field competition activities to improve sales and product branding.
- Prepared and presented insights, plans, and performance metrics to internal and external stakeholders on sales improvement and product enhancement.

Medical Representative Sales/Marketing, Cipla Evan Nigeria Ltd. (Lagos, Nigeria) Feb 2009 - Nov 2013

- Conceptualized and rolled-out marketing plans to improve sales distribution from 5,000,000 sales targets to 8,500,000 within 2 years.
- Met and exceed sales target by 110 %
- Managed the Apapa/Idumota territory and sourced vital clients, and improved territorial sales by 110%
- Assumed responsibility for sales performance and client service delivery, effectively directing site-level SLA and service journey through all human-assisted and digitally-assisted contact channels.

Pharmacist- in -Charge, General Hospital Idah, (Kogi,Nigeria)) Jan 2008 – Jan 2009

- Managed drug dispensing and counselling of patient - pharmacovigilance).
- Supervised and directed five pharmacist assistants.
- Trained ten pharmacy staff for the International Centre for AIDS Care and Treatment Program (ICAP).

Intern, Nnamdi Azikiwe University Teaching Hospital Nnewi (Enugu, Nigeria) Jan 2007 – Dec 2008

- Managed the antiretroviral clinic by collaborating directly under the USAID team
- Counselling and dispensed drugs to patients.
- Conceptualized and rolled-out contingency plans for risk management of unplanned contamination occurrences that threatened business.

## PROFESSIONAL DEVELOPMENT

Transformation Action Selling Skill Howes Consulting Group 2012

Salesmanship and acculturation training Program by Howes Consulting Group. 2012

Logistic and antiretroviral treatments and drugs dispensing (ICAP), Kaduna State 2009

### Certifications

- Professional Selling Skills and Product Knowledge (PSSPK), BORSCON & Co. 2009
- Degree, B.Pharm, University of Nigeria Nsukka 2000 - 2006