

Nada Hassan

Product Manager at pharco corporate

Contact

www.linkedin.com/in/nada-hassana1bb50b4 (LinkedIn)

Experience

- Pharco Corporation
Product Manager
August 2017 – Present
- Rotabiogen Pharamaceutical Investments and Chemicals
Product Manager
January 2016 – Present
- Hefny Pharma Group
Product Manager
January 2016 - June 2017 (1 year 6 months)
Nasr city, Egypt
- Mash premiere Brand Manager
June 2015 - January 2016 (8 months) Cairo-Egypt
 - Responsible for CNS Unit line "Attensera, Oxaleptal" ✦
 - Responsible of all marketing activity of CNS line.
 - ✦ Preparing strategic plan for the whole brand.
 - ✦ Undertake a market analysis to include details on the market characteristics (market size and growth -, units, prescriptions, patient types, market share development, number of competitors, market trends, market attractiveness);

- ✦ competitor characteristics (product characteristics, competitor marketing strategies, sales force activities, pricing analysis); prescriber characteristics (number of prescribers by specialty, physician prescription activity, desires and unmet needs).
 - ✦ Creating line message each quarter for MR.
 - ✦ Preparing marketing plan for all year around.
 - ✦ Preparing medical brochures for physician and organizing different activities related to them.
 - ✦ Preparing marketing material, gifts and offers for direct consumer.
 - ✦ Preparing awareness campaigns ,indoor and outdoor events. ✦ Medical representative Coaching and training
- Mash premiere
Associate Product Manager
June 2014 - January 2016 (1 year 8 months)

Responsible for Pediatric portfolio 9 products all of the in the introductory phase
“trixomash,Misaclor, Ibucalmin, Tussinor, Rash Stop, Purelan and launching Solvimyst, Bedrevida susp., Bedrevida XLand Merbactadin”

Launched Pedia Care unit in mash premiere pharmaceutical
Preparing promotion material
Preparing annual plan contains strategy, vision and mission of the whole unit and for each product individually
Preparing medical training for products
Training sales force medically and to implement marketing messages
Preparing for unit Activities “ stand alones , conferences , Group meetings and AV actions
 - Biolinx Medical inc medical rep
2011 - 2013 (3 years)

Education

Alexandria University

Bachelor's Degree, Pharmaceutical Sciences · (2006 - 2011) **Skills**

- Product Management

- Marketing
- Pharmaceutical Industry
- trynewskill
- testing
- design
- development
- maintenance

Languages

- English •
Arabic

Certifications

Soft Skills trainer