

MUHAMMAD ABDUL SHAFI

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Key Skills

Product Marketing

Research & Development

Business Development

Marketing Communication







Strategy Formulation

**Client Relationship
Management**

Market Research & Analysis

Team Building

Soft Skills

 Change Agent	 Collaborator
 Motivational Leader	 Communicator
 Thinker	 Planner

Education

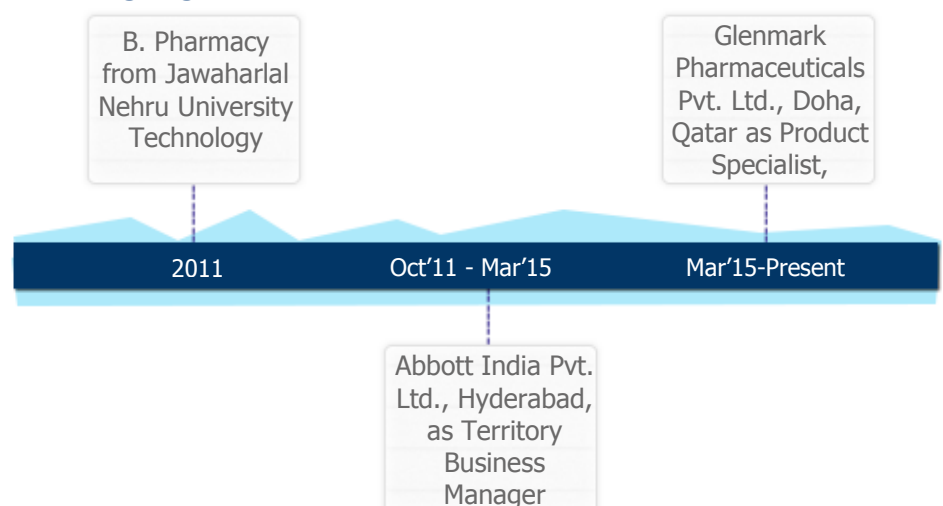


Versatile, high-energy professional, successful in achieving business growth objectives within turnaround & rapid changing environment
Targeting assignments in Product Marketing in GCC & Singapore

Profile Summary

- ▶ A result-oriented Product Specialist dedicated towards implementing & developing successful product plans with nearly 5 years of experience
- ▶ Presently associated with Glenmark Pharmaceuticals Pvt. Ltd., (Well care Groups), Doha, Qatar as Product Specialist
- ▶ Insightful knowledge of developing sales strategies customized according to the geographical trends, market conditions, and budget allocations
- ▶ Proficient in conducting product testing & assessment, coordinating marketing plans and conducting market and data assessment
- ▶ Outstanding experience of presentations and product demonstrations
- ▶ Exceptional organization building skills and capabilities to motivate others on all levels in the achievement of individual and organizational goals. Excellent analytical and problem-solving skills
- ▶ Efficient organizer, motivator, team player able to work under pressure in fast-paced environment and a decisive leader with the capability to motivate teams to excel and win

Timeline



- ▶ B.Pharmacy (Bachelors of Pharmacy) from Gayan Jothi College of Pharmacy, Jawaharlal Nehru University Technology, Hyderabad in 2011; scored 63%
- ▶ 12th (BI.PC) Biology, Physics Chemistry from Nalanda Junior College, Telangana, Board of Intermediate in 2007; scored 60%

Work Experience



Mar'15 till date

Glenmark Pharmaceuticals Pvt. Ltd., (Wellcare Groups), Doha, Qatar as Product Specialist

Oct'11 - Mar'15

Abbott India Pvt. Ltd., Hyderabad, India as Territory Business Manager, (TBM)

Key Results Areas:

- ▶ Organising appointments with and meetings with hospital-based healthcare staff, Doctors, Pharmacists and hospital medical teams entailing pre-arranged appointments or regular 'cold' calling
- ▶ Presenting products to doctors, practice staff and nurses in GP surgeries, hospital doctors and pharmacists in the retail sector
- ▶ Organising conferences for doctors and other medical staff
- ▶ Building and maintaining positive working relationships with medical staff and supporting administrative staff
- ▶ Planning work schedules and weekly and MTP-monthly tour plan; attending CSM-cycle sales meeting, company meetings, technical data presentations and briefings
- ▶ Identifying and establishing new business; negotiating contracts
- ▶ Undertaking relevant research; meeting both the business and scientific needs of healthcare professionals
- ▶ Maintaining detailed records; attending and organising trade exhibitions or conferences and meetings; managing budgets
- ▶ Reviewing sales performance; achieving incremental sales target month-after-month
- ▶ Keeping up-to-date with the latest clinical data supplied by the company, and interpreting, presenting and discussing data with health professionals during presentations; monitoring competitor activity and competitors' product
- ▶ Maintaining knowledge of new developments in anticipating potential negative and positive impacts on the business and adapting strategy accordingly
- ▶ Developing strategies for increasing opportunities to meet and talk to contacts in the medical and healthcare sector
- ▶ Staying informed about the activities of health services in a particular area

Highlights:

- ▶ Successfully achieved targets of US\$1686444 (Glenmark pharm) & US\$393750 Abbott India private ltd and promoted the organization's presence in markets such as Product specialist (mention)
- ▶ Promoted the use of Glenmark pharmaceutical Pvt. Ltd. & Abbott India Pvt. Ltd. products by interacting with physicians and hospitals through one-on-one meetings and presentations, professional education programs and other appropriate means
- ▶ Developed strategies such as scientific communication & journal updates for increasing opportunities to meet and talk to contacts in the Medical and Healthcare sector
- ▶ Monitored the market and compiled data on competitor products such as molecules updates, recent innovation or clinical trials (mention a few), pricing, new or emerging technologies and products, delivery procedures, competitor merchandising techniques and clinical trials

Personal Details

Date of Birth: 28th July 1989

Languages Known: Arabic, English, Hindi and Telugu

Address: H. No.: 11-5-39, Hyderabad- 500004, India

Driving License: Qatar Driving License

Passport No.: (M5006571)

Visa Status: (Residential job visa)-work

Marital Status: Single

No. of Dependents: (4)

Nationality: Indian