



## DR. SARA THOMAS

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## PERSONAL INFO

**Date of Birth:** 23<sup>rd</sup> July 1974

**Nationality:** Indian

**Languages:** English, Hindi, Malayalam,  
Tamil, Arabic (academic)

**Driving License:** Valid UAE & Indian  
Driving Licenses

## CORE SKILLS

### Strategic:

Business Strategy  
Commercial Management  
P&L/Revenue Optimization  
Negotiations  
New Market Entry  
Key Account Management  
Sales and Marketing  
Client Development  
KOL Mapping  
Stakeholder Mapping

### Operational:

Leadership  
Training & Development  
Service Management  
Competitor/Market Analysis  
People management

### Value-Added Attributes:

MS Office, Communication &  
Interpersonal skills, Analytical Skills,  
Critical Thinking, Financial Acumen

## EDUCATION

**1997: B.D.S. (Bachelors of Dental  
Surgery),** A.B. Shetty Dental College,  
Mangalore University, India

**2006: MBA (International Business),**  
Vinayaka Mission University, India

# EXECUTIVE PROFILE

**A leader by example,** I strive to demonstrate and achieve team spirit within the organization and guide the efforts of all towards the common **goal to succeed.** **My career of over 26 years** and the route it has taken - as a Dentist, an academician and moving into my current **Commercial role.** Starting out as a Medical Representative and moving up the ladder to be promoted as the **General Manager** and progressing to join **HOLOGIC** a leading women's health diagnostic company as the **Commercial Manager- MENA** and more recently to become **General Manager MENA at Centric compounding/Aramed group** leading me towards my current role as a **Business Growth Consultant** and **Executive Leadership Strategist** gives me a sense of satisfaction at having been able to perform the various roles that my organization entrusted me. The professional journey this far has led me to handle the various aspects related to work in the Medical sales and marketing industry developing new projects, client relationships, managing P&Ls, working cross-functionally handling over 100 direct and indirect reportees. Going forward, I look ahead to further my experience that enriches my capabilities and encourages me to push my boundaries, keeping me motivated to achieve professionally and personally along with fruitfully validating the trust any Organization puts in me.

## INDUSTRIAL EXPERIENCE

- Aesthetics/Dermatology
- Pharmaceuticals
- Ophthalmology
- Trainer/Academical/Consultant
- Laboratory/Diagnostics
- Compounding Laboratory
- Surgical
- Dental

## KEY ACHIEVEMENTS

- Successfully doubled the sales within 1 year of joining Hologic Diagnostic MENA team.
- Developed price structuring for Hologic Dx MENA.
- Building Data base for Hologic Dx MENA.
- Optimizing work force and resources to manage, grow and liaise with distributors to achieve accelerated and direction focused growth with Hologic Dx MENA.
- Building strong channel partnerships via distributor agreements, Go-To-market and Hybrid strategies with Hologic Dx MENA.
- Launched several new products and built brand value and positioning- Aramed, Centric compounding, Kalium, BD & Allergan- (Pharmatrade), Beckman Coulter & Fischer Scientific- (City Pharmacy) and more.
- Rebuilding Centric compounding and Developing a Skincare department at Aramed group.
- Launched and built a strong market leader position for Kalium skincare department – especially mesoesthetic, AQ skin solution and Nimue.
- Successfully continued to achieve robust mesoesthetic and other skincare brand sales post covid phase even in the midst of challenging market conditions.
- Team restructuring to achieve optimal resource utilization while maintaining employee satisfaction and productivity- Kalium.
- Sustained positive business strategy even during Covid – Kalium.
- Leading a distributor company towards white label ownership at Kalium

## CAREER HISTORY

### Director- Business Growth Consultant Project Management Services MENA

March 2024 – till date

- **Led Strategic Initiatives:** Directed comprehensive strategic planning and execution for diverse clients, resulting in a 20% average increase in revenue and market share.
- **Optimized Business Processes:** Analyzed and redesigned operational workflows, enhancing efficiency and reducing costs by up to 15%.
- **Market Analysis and Research:** Conducted in-depth market research and competitive analysis to identify growth opportunities and drive informed business decisions.
- **Client Relationship Management:** Developed and maintained strong client relationships, providing tailored solutions and ensuring high client satisfaction and retention.
- **Financial Performance Improvement:** Implemented financial strategies and performance metrics, leading to improved profitability and sustainable growth.
- **Cross-Functional Leadership:** Coordinated with cross-functional teams to execute business transformation projects, ensuring alignment with client goals and objectives.
- **Training and Development:** Delivered training sessions and workshops to client teams, enhancing their skills and knowledge for better decision-making and operational effectiveness.
- **Change Management:** Guided clients through organizational changes and transitions, minimizing disruption and ensuring smooth adaptation to new processes and technologies.

### Executive Leadership Strategist Career Athena, MENA

April 2024 – till date

- Pioneered customized leadership programs that empower emerging leaders to unlock their full potential, focusing on strategic vision, impactful communication, and high-performance team management.
- Leveraged cutting-edge methodologies and frameworks to help clients refine their leadership style, driving transformational growth and effective decision-making with dynamic one-on-one and group coaching sessions, cultivating an environment of accountability and excellence to fast-track career progression.
- Developed and executed innovative workshops and training modules on critical leadership competencies, including emotional intelligence, conflict resolution, strategic goal setting, acquire and build their financial acumen.
- Guided clients through immersive, real-world scenarios to enhance their leadership agility, resilience, and confidence.

### General Manager & Business Consultant Aramed Group/Centric Compounding MENA

April 2023 – February 2024

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- Entrusted with the **responsibility to lead and reignite the Centric compounding arm of the Aramed group** as well as to **develop and lead a new Skincare division** within Aramed group of companies.
- **Analysis of current company performance** and identifying concerns and stepwise amending and leading the company towards a **better market share and building a stronger ground team and brand image.**
- Steering a streamlined approach for **forecasted financial goals** and **achievable targets** with accountable milestones in the journey.
- **Developing and implementing strategies** to build, grow and sustain business in MENA region.
- **Optimizing the P&L** and developing strategies to guide the company towards profitability.
- Setting business priorities and budgets and aligning with forecasts.
- **KOL and stake holder mapping** within each market
- Reviewing the Compounding Lab **productivity** with the Lab Manager and developing new and innovative products as per the market demand.
- Studying, Analyzing and Sourcing new skincare products offered in the international market and building the new Skincare portfolio and Division within the group.
- **Distributor assessment, agreements and new market opening.**

**Commercial Manager MENA,  
Diagnostics,  
HOLOGIC, USA**

**January 2022 – February 2023**

- Privileged to be part of a Principal company dedicated towards improving Women's health through early detection and diagnosis of medical conditions, driving the commercial business within MENA region while remaining true to healthcare mission of the organization.
- Partnering with the distributors and developing the market towards achieving the targets planned.
- Managing the sales of cytology (Thinprep) and molecular product (Panther) portfolio.
- Entrusted with the responsibility to achieve the ambitious financial vision of the company and **succeeding to double the diagnostic business** during my first year itself.
- Developing and implementing strategies to build, grow and sustain business in UAE, KSA, Kuwait, Qatar, Oman, Bahrain, Turkey, Iran, PAK and North Africa.
- **Optimizing the P&L** and driving the financial goals of the company towards fruition.
- Setting business priorities and budgets and aligning with forecasts.
- **KOL and stake holder mapping** within each market
- **Distributor assessment and new market opening.**

**General Manager,  
Kalium Group, MENA**

**February 2006 – December 2021**

- **Joined Kalium in 2006** as Sales Manager for UAE and Oman, advancing through roles to General Manager.
- **Built Kalium's Skincare Department** from inception, establishing mesoestetic, AQ Skin Solutions, Pluryal, and Nimue as market leaders in the GCC and Levant.
- **Conducted workshops and trainings** to enhance product awareness and business growth for Skincare brands.
- **Drove sales growth**, achieving average annual targets of USD 17 million and expanding Skincare department revenue from AED 700,000 (2006) to AED 25 million (2021).
- **Led a team of over 50 staff** across UAE, KSA, Kuwait, Qatar, Oman, Bahrain, and Lebanon, overseeing end-to-end sales operations.
- **Transitioned Kalium** from an aesthetic distributor to a manufacturer of aesthetic medicine products and laser equipment.
- **Implemented post-COVID recovery strategies**, achieving USD 13 million in sales for 2020.
- **Managed brand portfolio** including top global aesthetic brands, coordinating with Regulatory Affairs for product registrations.
- **Developed and executed sales strategies**, budgeting, product training, and market research in collaboration with the Marketing team.
- **Captured significant market share**, with UAE leading at 35% overall and 70% in skincare depigmentation treatments
- **Brand portfolio** of globally recognized Aesthetic brands:
  - Mesoestetic
  - Meladeep
  - Inno-aesthetics
  - Pluryal Mesoline
  - Alma Lasers
  - Zimmer (Aesthetic Division)
  - DermaFrac
  - AquLift Threads
  - Z Fill (Fillers)
  - MyCells (PRP Kits)
  - Nimue Skin Health
  - AQ Skin Solutions

**Product Manager,  
PharmaTrade, Dubai**

**April 2002 – October 2005**

- Promoted within the company and the responsibility to build the market for 3 potential principal companies:
  - BD Diagnostics
  - AMO (Advanced Medical Optics), USA
  - Astell, UK
  - Ratiolab, Germany

**Medical Representative – Laboratory Division,  
City Pharmacy, Sharjah**

**February 2001 – March 2002**

- Beckman Coulter: Hematology Analyzers which is the leading brand in its product segment.
- TheraSense Freestyle: A blood-glucose monitoring instrument – Launched to UAE

**Consultant & Trainer,  
EuroTech Medical & Dental Equipment, Dubai**

**May 1999 – January 2001**

**Lecturer – Dental Department  
R.G. Dental College & Clinic, Bangalore, India**

**August 1997 – March 1999**