



PHAM THANH HOA

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Date of Birth: 24th August 1989

Nationality: Vietnam

OBJECTIVE

I am now looking for the job as an area management position within the pharma sector. I am therefore keen to find a new and suitably challenging role within a multinational pharmaceutical and biopharmaceutical company.

CAREER SUMMARY

Fonterra Brands Vietnam

Area Manager - Mekong (2017 - present)

- Develop & deliver Medical Sales strategies for assigned area.
- Leading, coaching and motivating Medical team to ensure achievement of target consumer reach and new user recruitment objectives within assigned area.
- Enhance Annum image in medical contacts as nutrition expert through HCP detailing and other activities to improve their awareness and understanding about Annum within the assigned area.
- Harmonize diversified activities (product presentation, consultation...) in various relating fields: hospital, health center, clinic.

Sanofi Aventis Vietnam

Medical Representative- Team Leader (2014 - 2017)

- Responsible for meeting budgetary and sales targets through motivating and developing staff, consistently achieving and surpassing Key Performance Indicators.
- Implement Sales Strategy, Marketing and Health.
- Support the implementation of strategic marketing plan in the province.
- Support the development and implementation of customer marketing and channel strategies, collaborative customer plans, and provide key financial and volume targets.
- Support implementation of health strategy plan.

- Achieve, maintain sales, and propose new plans to grow sales of the territory as the company grows.
- Analyze provincial sales figures, measure discrepancies and identify action plans.
- Analyze information available to identify business opportunities.
- Plan, validate, facilitate, approve, and ensure the implementation of tactical plans that will exploit identified business opportunities.
- Track sales trends, main strategies by providing accurate tactical plans for team.
- Work with marketing to develop programs that maximize revenue, profit and market share.
- Territorial analysis and personnel allocation and capacity.
- Analyze business potential in the province using existing market information and provide analysis as inputs to sales management and marketing in the overall goal setting process.
- Confirm individual sales goals of the group
- Accurately check sales results, report and target customers from team feedback.

Pfizer Representative Office in Vietnam

Medical Representative (2014)

- Implement educational plans for products in-charge.
- Recognize the opportunities to develop educational plans in assigned territories.
- Arrange weekly/monthly action plan about the working activities.
- Ensure the covering and frequency of visits of target HCPs.
- Focus and update target HCPs
- Manage and organize working activities properly.
- Establish privileged relations with HCPs in order to provide information of in-charge products.
- Provide products knowledge/information to target audiences based on action plan and educational plan.
- Ensure link and transmission of information about the works and business activities to Managers (DM, RM, Country Portfolio Manager) by telephone, email and face to face.
- Carrying out market researches through allowed activities under pharmaceutical regulations and updating the relevant information as directed by the management from time to time.

EDUCATION

- Level of education: University graduate.
 - Professional expertise: Pharmacist.
 - Certificates: English Level C, Office Computer level B, Communication Skills.
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KEY I.T. SKILLS

- Word, Excel, Access, PowerPoint, Internet & Email.