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| SIMON MBAYEH | P.O. Box 856 - 00606, Nairobi  Tel. No.: +254 720 894046 |
| Business Development Manager, East Africa |

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| PROFILE |

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| Areas of Expertise | Summary |
| *- Strategic Planning*  *- Strategic Business Leadership*  *- New Business Development*  *- P&L Management*  *- Commercial Awareness*  *- Business Networking*  *- Analytical Thinking*  *- Risk Management*  *- Contract Negotiations*  *- Partnership Development*  *- Budget Management*  *- Cost Analysis & Control*  *- Talent Development*  *- Regulatory Compliance*  *- Service Quality Management*  *- Leadership & Team Building*  *- Client Relations*  *- Key Account Management* | Senior Commercial Leader with progressive experience primarily in the pharmaceutical products sector.  Specialist expertise includes formulation and delivery of commercial strategies, brand/product launches, sales management, new business development, process improvement, performance management and contract negotiation.  Expert at creating a sales and administrative team that is driven and committed with a strong ability to develop an existing client base through targeted regional marketing and direct sales activities.  Analytical and able to crunch numbers and quickly understand the value behind what makes the business grow with demonstrable ability to strategically expand, preserve and improve existing procedures, standards and policies.  Proven ability to mitigate risks and find opportunities that the company can exploit in its bid to develop, grow and win new business.  As the current Regional Sales Manager/Second Line Sales Leader at GlaxoSmithKline, I have been instrumental in overseeing day-to-day operations and focusing on the long-term interests of the business and the main point of contact for a range of commercial, trading and operational issues.  Positive and sociable, with a record of building partnerships internally and externally with excellent Communication and interpersonal Abilities. |

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| SOME KEY PERFORMANCE MILESTONES – *Regional Sales Manager/ Second Line Sales Leader - GSK* |

* Achieved an average of between 100% - 127% surplus over the Regional Sales quota on all key products year by year through:
* Recruiting, coaching, and developing a high performing sales team;
* Creating and implementing successful marketing strategies and sales plans and;
* Exploring new business development opportunities across the region;
* Worked collaboratively with the Group Product Manager and other stakeholders to source and on-board the Relvar team. I guided the launch of the product into the market and all the key institutions.
* Successfully chaired the 2017 Pharma Sales Conference
* Received numerous individual and team accolades for exemplary performance from 2013 to date. Most recent include: 2017- Best Regional Sales Manager/ Second Line Sales Leader; 2017- Best Team Award for Kenya; 2016 – Best Regional Sales Manager; 2016 – Best Sales Team Award for Kenya.

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| PROFESSIONAL STRENGTHS |

***People & Management Abilities***

* Ability to persuade executives and business professionals as well as lead, coach & motivate people.
* Experienced in dealing with all classes/mixes of Health Care Professionals (HCPs)
* Adept at setting performance goals and performing periodical appraisals on KPI’s.
* Excellent communication, presentation and negotiation skills;

***Business Acumen***

* Possess excellent analytical skills and able to determine success/ failure factors of a commercial enterprises; Able to provide practical and legal guidelines;
* In-depth knowledge of contract negotiation, project management, risk management, Budget control, sales and marketing management and employee management;
* Familiar with pharmaceuticals regional market trends and industries;
* Able to develop innovative business strategies to develop business prospects;
* Able to develop and execute marketing and selling strategies.

***Technical***

* Experienced in selling services, consulting, market research and trends
* Experienced in promoting Antibiotics, Dermatology and Allergy products;
* Proficiency in selling and promoting human medicine;
* Offers management expertise and territorial knowledge of the Kenyan market space.
* Excellent understanding of the supply chain process and key account management.
* Experience in conducting product market survey/intelligence, Sales evaluation & Managing account receivables.

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| CAREER PROGRESSION |

**Novozymes**

*November 2019 to date:* ***Business Development Manager, East Africa***

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| New Business Development   * + Source for potential new clients and turn this into increased business in the detergency industry across the East Africa region.   + Provide game-changing biological solutions that improve industrial processes and everyday products from textiles to detergents.   + Cold call as appropriate within the market or geographic area to ensure a robust pipeline of opportunities.   + Meet potential clients by growing, maintaining, and leveraging networks.   + Identify potential clients, and the decision makers within the client organization.   + Research and build relationships with new clients.   + Set up meetings between client decision makers and company’s practice leaders/Principals.   + Plan approaches and pitches-work with team to develop proposals that speaks to the client’s needs, concerns, and objectives.   + Participate in pricing the solution/service.   + Handle objections by clarifying, emphasizing agreements and working through differences to a positive conclusion.   + Use a variety of styles to persuade or negotiate appropriately.   + Present an image that mirrors that of the client. * Client Retention   + Present new products and services and enhance existing relationships.   + Work with technical staff and other internal colleagues to meet customer needs.   + Arrange and participate in internal and external client debriefs. * Business Development Planning   + Attend industry functions, such as association events and conferences, and provide feedback and information on market and creative trends.   + Present to and consult with mid and senior level management on business trends with a view to developing new services, products, and distribution channels.   + Identify opportunities for campaigns, services, and distribution channels that will lead to an increase in sales.   + Using knowledge of the market and competitors, identify and develop the company’s unique selling propositions and differentiators. |

**IQVIA**

*Jan 2019 to November 2019* ***Key Accounts Manager, East Africa***

* Develop, grow, and maintain the relationship between the organization and clients, with a focus on client retention, sales and revenue growth. Work closely with sales specialists to coordinate the best solution for the client.
* Get client referrals and increase amount or type of coverage for existing accounts; liaise between internal teams, vendors and clients on an ongoing basis to ensure service delivery; and serves as a primary contact on an ongoing basis by addressing ad hoc client requests and managing client satisfaction.
* New business development through regular pitches to potential clients.
* Preparation and presentation of sales reports weekly
* Forecasting for the region
* Building a strong pipeline for business continuity

**GlaxoSmithKline, (GSK)**

*April 2014 to Sept 2018* ***Regional Sales Manager/ Second Line Sales Leader*** – Antibiotics, Respiratory /Allergy, Dermatology, CNS, HIV, Anesthesia and Vaccines Portfolios in Kenya

*Responsible for:*

* + - Delivering sales growth over 800 Million Kenya Shillings multi-category business in a multi-channel environment, securing a profitable and efficient business execution by leading, inspiring & maximizing the potential of over 36 professionals (4 Area Sales Managers and 32 Medical Representatives) responsible for Commercial & Customer Planning, New Business Development, Key Accounts Management, Field Sales and Customer Service.
    - Leading the development and implementation of the company short, medium- and long-term strategic plans, specifically focusing on four pillars - product, structure, people & processes - through delivering realistic forecasts for each product and territory, realistic operating costs, sales promotion program plans and periodic performance reviews.
    - Leading route-to-market continuous improvement to deliver improved portfolio mix penetration & distribution, improved sales and effectiveness by:
      * *Conducting training needs assessment and providing regular in-field coaching of medical representatives and Sales Managers,*
      * *Tracking key performance indicators for the sales teams and key accounts and,*
      * *Conducting level one audit to ensure the company is compliant with set standard operating procedures.*
    - Aligning with Commercial Excellence and Human Resources teams on planning, recruitment, development and retention of First Line Sales Leaders and Medical Representatives so as to guarantee output & execution of KPIs focused on sales coverage, categories distribution, visit effectiveness & collections effectiveness.
    - Providing senior management with opportunity outlook for maximizing business relationships and CS environment helping to achieve a strong company presence across the Region.
    - Key Account/ Distribution Management of Key Distributors/ Hospitals/ Institutions.

*Jan 2012 to 2014* ***Area Sales Manager (Nairobi)*** - Dermatology and Allergy Portfolio, Kenya and Professional Associations Champion

*Responsible for:*

* Coaching, motivating, directing and leading a team of five Medical Representatives to meet the sales and productivity objectives for the team.
  + - Creating brand plans, Budget management; Setting and implementing sales objectives; Key Account Management; Managing external and internal customers relations; Networking, establishing and maintaining relationships with Key Opinion Leaders; Gathering market intelligence on competitor activities; organizing and conduct value adding promotional meetings with the patient in mind; Monitor and enforce **IJSFA**; Generate field and sales reports and providing accurate monthly forecasts.

*Oct 2008 – Dec 2011* ***Medical Representative, Nairobi***

*Responsible for:*

Organizing and conducting strategic value adding promotional meetings**;** Demonstrating and presenting products to healthcare staff including doctors, nurses and pharmacists; Meeting customer needs while putting patient needs first; Preparing and presenting field reports.

*July 2008- Oct 2008* **MEDISEL (K) LIMITED (Ochoa laboratories)**

***Medical Representative,*** Nairobi

July 2006 – July 2008 **SAI PHARMACEUTICAL**

***Medical Representative,*** Nairobi

Mar 2006 – Jun. 2006 **SURGILINKS LIMITED**

***Medical Representative, Nairobi***

June 2004 – July 2004 **KMTC**

**VVOB Skills Lab Project, Training of Trainers; Simulated patient**

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| EDUCATION |

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| **Year** | **Course/Award** | **Institution** |
| 2010 - 2012 | Master of Business Administration (Strategic Management) | University of Nairobi |
| Sept 1999 - Sept 2003 | BSC. Biomedical Science and Technology – Specialized in Medical Biotechnology. | Maseno University |
| 1995 - 1998 School | Kenya Certificate of Secondary Education | Kakamega High School |

***Professional Training***

* 2016 - Management Essentials Training, Project Management Training
* 2015 - WOW Manager Training
* 2012 - Develop the Leader in You (DLY) Programme (**GSK/ Strathmore Business School)**
* Aug 2012 - Import – Exports Procedures and Documentation Training **(GSK/KRA)**
* 2009 & 2010-Trainings in Selling Skills, Negotiation Skills, Presentation Skills and Assertive Training (**TACK International)**

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| ADDITIONAL INFORMATION |

* Proficiency in MS Office
* 2012 - Develop the Leader in You Club member and Team Champion.

***Other Recognitions* (GSK** Kenya)

* 2016 - Top 2 Area Sales Managers and the top Medical Representative came from my team
* 2015 – Best Area Sales Manager came from my team
* 2014 – Best Team in Field Reports
* 2013 – Best Team Overall
* 2012 – Best Team ‘Pharmacy Project’ during the Develop the Leader in You (**DLY**) programme.
* 2011 – ‘Advantage’ Award, **GSK** for presenting the best idea in the Forum for Great Ideas.
* 2011 – Won Best Team Award, **GSK** for emerging as the best team in 2011.
* 2006 & 2007- Recognized for achieving & surpassing sales targets as a Medical Representative.

***Hobbies:*** Networking, sharing information, reading widely, watching sports and writing poems.

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| REFERENCES |

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| **Name** | **Occupation** | **Contacts** |
| Dr. Irene A. Ochieng | Consultant Physician | Tel +254 722 896 807 |
| Mr. Stephen S. Guya | Service Manager, Co-operative Bank - Malaba | Tel: +254 721 300 190 |
| Mr. Shailesh Dongre | Marketing Head, Sai Pharmaceuticals Ltd. | Tel: +254 722 952 774 |