**CURRICULUM VITAE**

Taufeeq

Taufeeq.150274@2freemail.com

**PHARMACEUTICAL SALES & MARKETING, TRAINING PROFESSIONAL with**

**11 Years of Experience in India & East Africa, with UAE Driving License**

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Specialist in Building Long-Term Relationships and Identifying Improvement Opportunities That Drive Efficiency And Quality, TO Establish Working Partnership with Healthcare Professional’s.

**CAREER OBJECTIVE**: To work in reputed organization and to develop and acquire sound professional skills and knowledge by using my abilities and intelligence to full extent. To serve the organization that provides me an opportunity to exhibit my talents and abilities with full dedication sincerity and integrity.

**SKILLS:**

Possesses excellent communication skills. Analysis and assessment.

Problem solving & Decision making. Planning, organizing and monitoring.

Work and time management, Delegation of authority and responsibility

Information gathering and monitoring, Coaching skills

Marketing Skills, Business Management

Mentor/Motivator, Teamwork and collaboration

**EMPLOYMENT DETAILS:**

**HOLLAND & BARRETT (Al-Khayyat Investment llc)**

**Duration:** 29th Nov 2012 to till to date.

**Position: Sales Associate/ In-charge (Retail Nutrition & Health care)**

**H.Q:** Dubai, UAE

**Reporting to: Brand Manager**

**Job Responsibilities**

• Ensure each customer receives outstanding service by standards.

• Maintain awareness of all promotions and advertisements.

• Execute the daily operational, day-to-day goals and priorities assigned by store management

• Assist in the training and development of & managing the team.

• Uphold merchandising and store cleanliness standards

• Participate in the processing of new shipments and help the team to keep the receiving and back stock area clean and organized

• Responsive of safety issues.

• Conscious of shoplifting activity

• Aid customers in locating merchandising in store, as well as processing special orders

• Solicit customers to sign up for a Reward points

• Answer customers’ questions and provide information on procedures and policies

**PharmaChem Pharmaceuticals Ltd, Malawi.**

**Duration:** 01st Feb 2012 to 31st August 2012.

**Position: Sales Manager.**

**H.Q:** Lilongwe, Malawi (East Africa)

**Reported to: Managing Director.**

**Training:** Undergone Training with **Adcock Ingram Pharmaceutical MNC , Johannesburg, South Africa,** on Product Knowledge and sales & Marketing Strategies from 18th feb-2012 to 23rd Feb-2012.

**Job Responsibilities**
• Implementing marketing and sales objectives by recruiting, training, assigning, and coaching employees; communicating job expectations; planning, monitoring, appraising, and reviewing job contributions; planning and reviewing compensation actions; enforcing policies and procedures.
• Meets marketing and sales financial objectives by forecasting requirements; preparing budgets; scheduling expenditures; analyzing variances; initiating corrective actions.
• Developing annual regional sales targets; projecting expected sales volume and profit for existing and new products; analyzing trends and results; establishing pricing strategies; recommending selling prices; monitoring costs, competition, supply, and demand.
• Accomplishes marketing and sales objectives by planning, developing, implementing, and evaluating advertising, merchandising, and trade promotion programs; developing field sales action plans.
• Identifies marketing opportunities by identifying consumer requirements; establishing targeted market share.
• Improves product sales potential and profitability by researching, identifying, and capitalizing on market opportunities.
• Sustains relationship with key accounts by making periodic visits; anticipating new opportunities.
• Provides information by collecting, analyzing, and summarizing data and trends.
• Protects organization's value by keeping information confidential.
• Financial Management - Has budget, and strong focus on operational efficiencies and cost control.
• Other duties as required.

**SH. Pharmaceuticals Ltd. Hyderabad, AP, India.**

**Duration:** 2nd June 2010 to 25th Jan 2012

**Position: Training Manager.**

**H.Q:** Hyderabad, India.

**Reported to: General Manager (Sales & Marketing).**

**Job Responsibilities**

Plan, develop, and deliver All India Sales training and staff development programs, using knowledge of the effectiveness of methods such as Coaching & Mentoring, Classroom training, Product demonstrations,

On-the-job training, Meetings, Conferences and Workshops etc.
- Analyze training needs to develop new training programs or modify and improve existing programs in Anti-allergic, cough management, anti-infective, antibiotics, antifungal and pain management segment.
- Develop and organize training manuals, visual aids, and other educational materials.
- Maintaining and analyzing training reports,
- Prepare annual training plan including budget.
- Closely working with product management and sales teams to produce programs that are satisfactory to all relevant parties in an organization
- Delivering new employee induction and product on boarding trainings
- Developing and maintaining individual learning plans;
- Monitoring and reviewing the progress of trainees through regular training interventions like e-learning.
- Amending and revising programs as necessary, in order to adapt to the changes as per the requirement.
- Helping line managers and executives to solve specific problems, during the joint fieldwork i.e OJT

- Developing the performance & skills of employees and thereby increasing the sales of the organization

- Conducting the employees satisfaction survey and thereby reducing the grievances.
- Keeping up to date with developments in training by reading relevant journals and knowledge sources.

- Competency / Skills matrix for evaluation and monitoring performance

-Total Trainings conducted – 25, Employees trained – 272 i.e. Medical sales executives, ABM’s & RBM’s.

- Looking after All India Sales training & development of 350 field sales employees.

**Samarth Life Sciences Pvt Ltd,** **Mumbai, India.**

**Duration:** 6th  September 2008 to 31st May 2010.

**Position: Regional Sales Manager, Reported to Marketing Manager.**

**H.Q:** Hyderabad. (In charge of AP state in Cardiac & Critical care Division)

**Job Responsibilities**

* Heading for Entire Andhra Pradesh State reported to Marketing manager.
* Handled Antibiotics,Oncology, Critical Care & Anesthesia Hospital Division.
* Leading the team of 25, Area Managers and Medical representatives
* Planning and executing market plans in order to achieve the sales forecast and Business development.
* Establishing sales budgets and business development plans for achievement of these goals.
* Implementing competent strategies with a view to penetrate in untapped market.
* Accountable for entire growth of the region in terms of number and value.
* Responsible for tracking tenders in Govt, Semi govt., corporate Institutions and submitting Rate contract/ tender in time with competitive pricing.
* Coordinating with the purchase manager and stores in charge and attending the negotiation meet with drug approval committee members.
* Organize sales promotional activities (i.e.) Doctors meeting, CME, & Product Launches.
* Identify and network with reliable Stockiest for Institution supplies.
* Responsible for monitoring the performance of Stockiest for enhancement of the enroll.
* Plan and deploy the sales and marketing plan for the front Enders.
* Responsible for training of team members to deliver quality service in the market.
* Provide direction and motivation for enhancing the overall performance.
* Monitor and analyze the team performance on regular basis and preparing action plans.
* Co-ordinate with Stockiest and appraised of value addition.
* Enhance the brand building image and distribution management.
* Focus on customer satisfaction by handling feedback by CRM actitity
* Performance appraisal.
* Regularly giving feedback to higher management for competitor analysis.

**Gennova Biopharmaceuticals, Emcure,** Pune, India.

**Duration:** 3rd September 2007 to 31st August 2008

**Position: Territory Manager**, **reported to Sales Manager.** (Cardiac Division)

**H.Q:** Hyderabad, India.

**Zydus Cadila Health Care Ltd,** Ahmedabad, India.

**Duration:** 18th April 2005 to 31st August 2007

**Position: Business Officer reported to Area Manager.** (Cardiac & Diabetic Division).

**HQ:** Hyderabad, India.

**Panacea Biotech Ltd**, Delhi, India.

**Duration:** 11th April 2002 to 17st April 2005.

**Position:** **Sales Officer reported to Area Manager.** (Multispecialty Division)

**H.Q.:** Hyderabad, India.

**Job Responsibilities**

•Promoting & selling company’s products to both existing & new customers.
• Generating and developing new customers business.
• Promoting and marketing company products or services by performing professional demonstrations or presentations.
• Self management skills & team player.
• Effective planning of daily schedule with customers.
• Update customer’s database.
• Applies successful negotiation and sales closure techniques.
• Submit reports for sales and marketing on a regular basis punctually.
• Maintain excellent customer relationship with clients and always work toward enhancing such relations.
• Carry out sales support functions in performing professional in-service training.
• Effective use of company’s sales aids tools.
• Maintain professionalism, diplomacy, sensitivity, and tact across the board.
• Effectively attending conferences, workshops & Events.
• Effective use of marketing data.
• Possess up to date market awareness.

**EDUCATIONAL DETAILS.**

**Course:**  **MBA/PGDBM (Marketing) -** 70% (2003-2005)

From IASE Deemed University, Rajasthan, India / Universal Solutions Vocational Training Center, Franchise of SETWIN Government of Andhra Pradesh, Hyderabad, India.

**Course: Bachelor of Pharmacy** **(B.Pharmacy)** - (60%) (1996-2001)

From Rajiv Gandhi University of Health Sciences, Bangalore, India.

**Associations: Andhra Pradesh State Pharmacy Council, India as Registered Pharmacist**

**Software Skills: MS-Office** (MS-Word, MS-Excel & MS-PowerPoint),Internet Accessibility.

**Project:** I have undergone Pharmaceutical Industrial Training for a period of 40 days from 8th January to 18 February 2001. At Biological – E- Limited, Azamabad, hyderabad, As In –plant Trainee in production department and it was my project work.

 **The Training areas include:**

1) Parenterals (Injectables), 2) Solid Dosage Forms (tablets),

3) Liquids Dosage Forms (Syrups, Suspension), 4) Quality Control. (QC),

5) Research and Development. (R&D), 6) Packaging and Stores.

**Hospital Training: Trainee Pharmacist** for a period of Three Months (90 Days) from 20th Feb to 20th May-2001 in Pharmacy Dept. at Govt. Civil dispensary Dharoor camp, Jagtial Karimnagar A.P. India.

**The Training areas include:**

1. Monitoring of patients profile, 2) Dispensing of drugs as prescribed by Doctor
2. Maintaining of sales & Stocks.

**PERSONAL DETAILS.**

Date of Birth: 15-08-1978.

Nationality: Indian

Religion: Muslim.

Marital status: Married.

Dependants: Five

Languages Known: English, Hindi, Urdu, & Telugu.

***I hereby declare that the above information given by me is true to the best of my Knowledge***