# Adnan

# Adnan.364660@2freemail.com

DAD Pharma SRL Country manager and head of Europe commercial operation

## Target Job

Target Job Title: Sr. Manager/VP- Sales/Marketing/Business Development/Franchise Management, Patient Access & Advocacy

Career Level: Management

Target Job Location: UAE; Kuwait; Qatar; Saudi Arabia , Europe

**Career Objective:** A sales and marketing professional with 7+ years of exceptional track record in driving the commercial focus of the business, handling patient access & advocacy, government relations and spearheading strategic sales, brand management and marketing initiatives, supporting the company's contribution to the development of sustainable healthcare systems. Seeking a senior strategic role to contribute twin benefits of acquired expertise and industry savvy to catalyze organizational excellence.

Target Industry: Pharmaceutical; Sales; Marketing; Management

Employment Type: Employee

Employment Status: Full time

Notice Period: 1 month or less

## Personal Information

Birth Date: 5 January 1978 (Age: 38)

Gender: Male

Nationality: Jordan

Visa Status: Residency Visa (Transferable

Marital Status: Married

Number of Dependents: 1

Driving License Issued From: United Arab Emirates

## Experience (7 Years, 2 Months)

## Dar Aldawa Pharma SRL country manager and Europe commercial operation

## At DAD Romania , Bucharest Romania Company Industry: Pharmaceutical Job Role: SalesMay 2014 - Present

## Manage the Romania operations to ensure

## Building a successful RA team that will expand the current portfolio

## Work with the local Romania sales team to active and exceed the objectives

## Ensure 100% compliance with the local financial , tax , NMA regulation

## Territory Expansion to Bulgaria and Moldova

## Coordinate with Chanell Ireland to maxims the partnership

## Head of Patients Access & External Affairs for MENA

at Novartis - Pam Onco **Location:** Dubai, United Arab Emirates
**Company Industry:** Pharmaceutical
**Job Role:** Sales
November 2012 - 2014

**Designation Chronology:**

 May 2014: DAD Pharma SRL Country manager and head of Europe commercial operation

 • Nov 2012 – May 2014: Head of Patients Access & External Affairs for MENA
• Jan 2011 - Oct 2012; Franchise Head, Leukemia Market
• Nov 2009 - Jan 2011: Franchise Manager, Hematology line
• Jan 2008 - Nov 2009: Franchise Manager (Sales and Marketing)
• Jan 2007 - Jan 2008: Product Manager

*Joined as a Product Manager, and moved up the career trajectories, receiving accolades and multiple promotions to the current position of Head of Patients Access & External Affairs for MENA*

**Highlights:**
• Created and rolled a strategic vision and direction for achieving accelerated, broad market and patient access for key brands of Novartis Oncology, especially for the upcoming disease area.
• Worked closely with regional/local public affairs departments, government officials, patient advocacy groups, health authorities, NGOs, industry, patient-groups and stakeholder groups as far as they relate to policy and access matters to Novartis drugs.
• Responsible for the development and implementation of the company market access policy strategy in the region to facilitate the introduction of new products into the MENA region and sustain their value throughout their lifecycle.
• Built and maintained strategic relationships and identified opportunities to improve external impact by liaising with country Oncology Business Unit Heads and Marketing Access Heads to develop NOA (Novartis Oncology Access) programs including framework, strategy, approval process, launch plans, implementation and communication.

**Key Responsibilities:**
• Leading the Market Access Strategy Team and the EGM leadership team, Country Business Unit Heads & Market Access Heads and collaborating with EGM Head of Patient Access & External Affairs, aimed to achieve broad and accelerated market access around patient advocacy efforts across the MEG region.
• Contributing to overall business unit strategy and planning, by supporting and feeding intelligence and setting a blue-print for Patient Advocacy Groups (PAGs) across the Middle East region for marketing strategy meetings and business and strategic planning process.
• Ensuring roles, responsibilities and priorities are clear and that all members are delivering in accordance with these. Constructively challenging and building on the strategies and plans and creating stretching objectives and targets.
• Developing strategies needed to demonstrate value of new medicines to national and regional payers and decision makers in addition to capacity building in patient advocacy relations at the country levels.
• Supporting regional access programs with priority PAGs and leading discussions with regional committees, HTA bodies and other stakeholders to secure access for new drugs as well as augment OBU capabilities with regard to PAG partnerships.
• Monitoring, analyzing and communicating internally MEG-wide policy developments and Global Patient Relations (GPR) with patients insights that have direct relevance and impact to medical devices and diagnostics products.
• Providing strategic input and oversight to Capacity Building Programs for PAG board members and encouraging Integration of PAGs into Clinical Trials Process.

## Franchise Head

at Novartis **Location:** Riyadh, Saudi Arabia
**Company Industry:** Pharmaceutical
**Job Role:** Management
October 2011 - October 2012

 **Highlights:**
• Optimally setting up strategies and processes to best serve business needs and augmenting sales profile of Leukemia market to reach 35 Mio USD.
• Spearheaded a team comprising of the brand manager and 4 Sales representatives, overseeing operational end to end responsibility for assigned Franchise Portfolio.
• Oversaw promotional activity and local launch strategy for newly registered brand (Tasigna 150mg ) to help drive the growth, Customer Service, Sales and Quality agenda aligning local plans to global strategy.

**Key Responsibilities:**
• Streamlined the marketing strategy to deliver the required growth across the network through aligned and targeted marketing campaigns with agreed cost, volume and margin targets.
• Provided compliance-related guidance and advice to the Franchise and its associated functions to ensure the effective and compliant development and implementation of programs and activities, including strategic marketing plans and other business support activities across the Leukemia market.
• Expanded business in a growth market, mediated with Cross-functional establishment of disease specific task force working group with Key customers across Saudi CML Working Group and SCD working group.
• Designed customized turnkey strategic business solutions and indicators, established SMART KPIs through innovative solutions that address different market needs including compliance, perception, etc.
• Set individual targets for cost, volume and margin to align with given overall commitments, designed motivational incentive scheme based on current information on monthly bases, forecast and latest estimates.
• Monitored monthly performance of brands within the Leukemia franchise and ensured that each market has a clear plan of action to ensure delivery of Franchise expectations.

## Line Franchise manager

at Novartis **Location:** Riyadh, Saudi Arabia
**Company Industry:** Pharmaceutical
**Job Role:** Marketing/PR
November 2009 - October 2011

**Highlights:**
• Won new business and oversaw marketing strategies of Novartis hematology portfolio, helping the franchises to become successful and sell a market leading product.
• Supervised the launch Tasigna new strategy across Saudi Arabia into the network and coached the franchise into selling company products in line with company policies.
• Achieved a MS of 60% against a competitor registered 2 years prior as well as effectively developed and implemented KOL management strategies in coordination with medical team working groups.
• Successfully migrating the from the Gold Standard Glivec in CML management to the new Novartis TKI and assisting the unit to integrate and overcome barriers and obstacles with DAWA,CMLulatour.
• Supported and developed Exjade market development and expansion program to achieve and exceed their business targets across 2 major projects (Sick-less tour, DAWA Exjade extension)

**Key Responsibilities:**
• Piloted business expansion drives by creating strategic blueprints for developing and implementing comprehensive range of brand positioning and marketing initiatives to penetrate designated markets for Hematology profile.
• Developed turnkey sales strategies and operational plans for effective sales territory expansion in view of sustaining forecasted business growth and manage the FDA worming (2010).
• Spearheaded market researches; analyzed results to recommend customizations - for global/local business models, marketing budgets, and brand/market positioning and supported with macro and micro market analysis - in view of prevalent socio-economic diversity and competitor presence.
• Monitored product knowledge available to all team members, conducted regular up gradation sessions and awareness campaigns for both sales teams and customers at all locations.

## Franchise Manager (Sales and marketing)

at Novartis **Location:** Riyadh, Saudi Arabia
**Company Industry:** Medical/Hospital
**Job Role:** Sales
January 2008 - November 2009

**Highlights:**
• Exhibited proficient business development skills and oversaw the marketing and sales for Exjade, successfully achieved the targets set for brand to reach 20 mio USD in 2011 brand by 2010.
• Oversaw the establishment of effective launch plans of Exjade across the Saudi Market, realized the commercial potential of the brands by introducing it to all MOH and Non MOH sectors, resulting in Sales growth of 37%in 2009, 45% in 2010 and forecasting 19% in 2011.
• Designed and developed an interactive and supportive website for the patients (www.Hope-KSA.com).

**Key Responsibilities:**
• Formulated and implemented a successful marketing and sales strategy and ensured widening of brands product reach that gain extra TLLP budget (i-Pass ).
• Developed client referral sources and initiated contact with prospects to promote and sell products and services, by making professional presentations to optimize business output for patients advocacy group for Thalassemia and SCD.
• Proactively explored potential business opportunities, established distribution networks for products and thus attained and surpassed set sales targets.
• Displayed competitive knowledge in setting product specification strategies and oversaw their implementations though KAMs a partnership program with the MOH which lead to Introduction of Exjade in the SGH (TASK)
• Provisioned quality service to clients, increased market penetration by implementing tactical plans, and reported progress to senior management on regular basis.
• Liaised largely with the operational, technical and administrative teams to establish “Novartis model of sales excellence” and fostered an environment of overall growth and sustainability.

## Product Manager

at Novartis **Location:** Riyadh, Saudi Arabia
**Company Industry:** Pharmaceutical
**Job Role:** Marketing/PR
January 2007 - January 2008

**Highlights:**
• Played a pivotal role in setting a launch plan for SAS LAR targeting endocrinologists, and supported the early diagnosis champagne in partnership with endocrinologist for GH screening.
• Organized bone health tour, targeting endocrinologists and Internists to screen for patients with low bone density.

**Key Responsibilities:**
• Identified and interpreted opportunities to sell organizations Oncology and endocrinology products, developed a business plan to garner emerging markets and, actively participated in various organizations’ sales programs aligned with Global strategy and localization plans.
• Attained organizations sales objectives by adopting effective marketing strategy, maintained quality service by establishing and enforcing organizational standards.
• Organized and aided tactical resources to sales teams/distributors/marketing partners with an intention to increase revenues/profitability and expand market presence.
• Kept a close tab on business trends with a view to acquire new markets, conducted research activities to expand organization’s product reach and profit revenues.

## Education

## Certification / diploma , Higher Diploma in Marketing

at University of Jordan
**Location:** Amman, Jordan
**Completion Date :** April 2002

## Bachelor's degree / higher diploma , Bsc Pharmacy

at Applied Science University
**Location:** Amman, Jordan
**Completion Date :** January 2000

**Other Trainings & certifications;**
• HR recruitment course
• Oncology marketing course 2 - NOW II UK
• M1 leadership training
• Tendering and pricing training
• Health Economics assessment and submissions
• Social media academy

## Specialties

* **Market Access** Questions: 0 Answers: 0
* **Oncology** Questions: 0 Answers: 0
* **Business Strategy** Questions: 0 Answers: 0
* **Pharmaceutical Sales** Questions: 0 Answers: 0
* **Government Liaison** Questions: 0 Answers: 0

## Skills

### Strategic Marketing, Business Planning & Development, Market Access, Change Mgmt.

**Level:** Expert  |  **Experience:** 10 years or less  |  **Last Used:** 1 month or less

### Market & Product R & D, Strategy Planning & Implementation, Sales & Marketing, Franchise Mgmt

**Level:** Expert  |  **Experience:** 10 years or less  |  **Last Used:** 1 month or less

### Operations Performance Mgmt., CRM, Vendor Mgmt., Resources Management & Allocation, QA/QC

**Level:** Expert  |  **Experience:** 10 years or less  |  **Last Used:** 1 month or less

### Oncology, Clinical Development, Pharmaceutical Sales, Commercialization, Government Relations

**Level:** Expert  |  **Experience:** 10 years or less  |  **Last Used:** 1 month or less

### Key Message Development, Talking Points, Business Strategy, Sales Effectiveness, Hospital Sales

**Level:** Expert  |  **Experience:** 10 years or less  |  **Last Used:** 1 month or less

### Target Setting & Achievement, Market Penetration, Institutional Marketing,

**Level:** Expert  |  **Experience:** 10 years or less  |  **Last Used:** 1 month or less

### Building Strategic Capabilities, Franchise Development, Distribution Networks, Merchandising

**Level:** Expert  |  **Experience:** 10 years or less  |  **Last Used:** 1 month or less

### Communication & Interpersonal Skills, Spread Sheets, MS Project, Office

**Level:** Expert  |  **Experience:** 10 years or less  |  **Last Used:** 1 month or less

## Languages

### Arabic

**Level:** Expert  |  **Experience:** More than 10 years  |  **Last Used:** 1 month or less

### English

**Level:** Expert  |  **Experience:** More than 10 years  |  **Last Used:** 1 month or less

## Memberships

**Jordanian in the GCC association**

**Membership/Role:** Founder
**Member since:** February 2011

**Jordanian Pharmacist Association**

**Membership/Role:** Member
**Member since:** January 2000

## Training and Certifications

### Finance For non-financials

**Duration:** 3 days - ( From 14 May 2014 To 18 May 2014 ) **Type of Training:** Management

### Market Access , The need and the future

**Duration:** 4 days - ( From 5 October 2013 To 9 October 2013 ) **Type of Training:** Management

### Advanced sales management , leadership and coaching

**Duration:** 6 days - ( From 10 October 2010 To 15 October 2010 ) **Type of Training:** Management

### First line sales management simulation course

**Duration:** 6 days - ( From 11 August 2008 To 16 August 2008 ) **Type of Training:** Management

### Oncology Marketing Course 2 – Novartis Pam Onco 2

Onc **Duration:** 9 days - ( From 5 October 2009 To 13 October 2009 ) **Type of Training:** Marketing

### Oncology marketing Course 1 –Novartis – Pam Onco1

**Duration:** 9 days - ( From 5 September 2007 To 13 September 2007 ) **Type of Training:** Marketing

### Mini MBA - IMS 2007

**Duration:** 8 days - ( From 3 November 2006 To 10 November 2006 ) **Type of Training:** Marketing / strategic