**Resume of FAROOQ**

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**DATE OF BIRTH:** December 7th, 1979.

A responsible & talented professional with experience of over 15 years in the UAEas marketing, sales &technical support specialist. Has a proven track record of exceeding performance expectations, remaining customer focused and adhering to budgets and timescales. Strong strategic vision along with the ability to successfully deliver complex multi-track projects.

**WORK EXPERIENCE:**

**(1)MAF International Medical Equipment, Abu Dhabi, UAE.**

**Job Title: Regional Sales & Service Manager, June 2006 (Current Job)**

**Responsibilities:**

* Provide sales and services to customers.
* Answer and respond to customer inquiries, needs and requirements.
* Resolve and troubleshoot complex sales and services issues of customers.
* Provide after-sales services to customers.
* Build relationships with customers through follow-up of services.
* Lead and guide sales professionals to improvise sales opportunities.
* Perform competitor products and services analysis.
* Improvise changes in sales and service strategies.
* Assist and support sales & services team members to achieve outcomes.
* Ensure compliance of corporate policies and procedures and standards.

**(2)City Pharmacy, Abu Dhabi, UAE.**(Local distributor of **Karl Storz Endoscopy**, Datascope, Medtronic, Ambu, Belmont, GE,NycomedAmersham, Air Cast &Lumeinus.)

**Job Title**: **Technical Support Specialist, May 2006 to March 2016.**

**Responsibilities:**

* To provide technical support by phone, e-mail and in person to customers of Karl Storzall over the UAE,regarding usage and set up of Karl Storz Products.
* To assist with product inquiries including technical, operational & repair.
* Coordinated installation and maintenance projects for engineering team to complete per customer requirements.
* Coordinated with vendors & sales representatives for aid in project completion.
* Assisted in engineering projects for application and distribution of Karl Storz systems.
* Performed data analysis and provided recommendations to achieve yearly sales target.
* To guide customers to prepare tender specifications according to their feasibility.
* To perform tender evaluation and processing related to technical & cost aspects.
* To assist the ‘Purchase Order Authorization’ team with technical information regarding specific repairs.
* To produce and distribute monthly technical support bulletins.
* To provide bi-monthly on-site biomedical trainings and customer service support.
* To process new customer orders and determine the status of existing orders.
* To direct product evaluations in the Operating Room and at the office settings.
* To assist in the preparation and operation of trade shows, conventions, and clinical meetings.
* To expeditiously solve technical problems and to provide on-site support to customers in all emirates of the UAE.
* Assisted technical support department in troubleshooting product returns and after-sales support to ensure customer satisfaction.

**Achievements:**

Played a key role in creating new sales that resulted in the sales target of the year which was AED 2.5 millionto be successfully achieved at 127% before the end of the year.

**(3)Raditech (Pvt) Ltd.**(The local distributer of GE products in Pakistan.)

**Job Title**:**Field Service Engineer in the Technical Operations Division. January 2003 to September 2006.**

This division is responsible for installation, maintenance & service of the complete range of GE equipment (including CT Sytec 3000, CT Cti , MRI Signa, Logic 100, Logic 500, Logic 7, Logic 9, BDM).

In addition to the **GE systems**, was also responsible for installation, maintenance & repair of equipment by**Richard Wolf**, Eschmann, Laborie, Dornier, Maquette, Varian, EdapTMS and EP Medical Systems.

**Responsibilities:**

* To provide committed and efficient service delivery to all customers.
* To meet daily service repair needs and achieve customer satisfaction through service excellence.
* To complete preventive maintenance on a range of diagnostic medical imaging equipment including different models of CT scanners and ultrasound machines.
* Maintainence of GEMSIT (Mac Lab) products, Lithotripters, Uroflowmeters, Eschmann products and Maquette products.

**Achievements:**

Being the only factory trained service engineer on Richard Wolf Endoscopy e-devices all over Pakistan, due to which all critical & pending service issues reached completion successfully.

**(4)ENDO-KARE** (Local distributer for**OLYMPUS ENDOSCOPYSYSTEMS** in Pakistan)

**Job Title**:**Sales & Service Engineer. January 2002 to December 2002.**

**Responsibilities:**

* To enhance company image by providing services to clients promptly & efficiently.
* To make major representations on behalf of the organization.
* To organize and firmly establish relationships with clients.
* To negotiate and close business deals.
* To solve critical issues of the service team.
* To provide high level of customer service by responding to all customer enquiries thoroughly and professionally.
* Contributed to team success by exceeding team sales goals.

**ACADEMIC QUALIFICATIONS:**

* MBA, Masters in Business Administration, Majors in Marketing. 2005. Biztek, KHI, Pakistan.
* B.S in Biomedical Engineering. 2002. Sir Syed University of Engineering & Technology (SSUET), KHI, Pakistan.

**MEMBERSHIPS:**

* Member of I.E.E.E. membership # 41465372.
* Life member of P.E.C (Pakistan Engineering Council), membership # Biomedical/61.
* Life member of The Institution of Engineers Pakistan, membership#LM-13215.
* Life member of P.A.S.S.P (Pakistan Association of Scientists and Scientific Professions), membership # 5119.

**INTERNSHIPS:**

* April to Dec. 2001. Fast Tele Services & General Supplier, Karachi, Pakistan.
* Jan. to March 2001, Biomedical Department, Siemens Pakistan Engineering Co. Ltd, Karachi, Pakistan.
* June to July 2000, Biomedical Department, Aga Khan University Hospital, Karachi, Pakistan.
* Dec. to Jan. 1999 – 2000 Quality Control Dept. Johnson & Johnson Pvt. Ltd. Karachi, Pakistan.

**TRAININGS:**

* Certified Human Resource Program.
* Six Sigma Green Belt Certification.
* Technical vendor training, in Dubai Healthcare City on OR1.
* Sales training on Veterinary & Gastroenterology product line of Karl Storz Endoscopy.July 2006, Tuttlingen, Germany
* Hemodynamic Electrophysiology Operation & Technical Service of Invasive Cardiology.Sept. 2004 at GE,Germany.
* Basic and advanced course of operating & troubleshooting of medical devices. July 2004 at Richard Wolf,Germany.
* Smart Techniques for Successful Sales.March 2002 at Auditorium of ICCI, Karachi, Pakistan.
* ISO Quality Management System.Oct.2004 at Department of Petroleum &Technology, University of Karachi, Pakistan.