

AMER

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**SALES MANAGER/BUSINESS DEVELOPMENT MANAGER/MARKETING MANAGER**

*(Pharmaceutical/Medical Devices, Equipments, and Disposals)*

An Innovative leader, offering vision, strategy and demonstrable success in developing and implementing strategic, sales and effective marketing plans within the emerging, and advanced Pharmaceutical, medical, and FMCG sectors

CORE COMPETENCIES

▪ Executing Sales Strategies to Achieve Targets ▪ Product Launch/Promotions ▪ Market Intelligence ▪ Product Positioning/Pricing/Post-sales Support ▪ Forecasting Based on Prospects and Market Analysis ▪ Customer Needs/Quality Service ▪ New Opportunities in Target Markets ▪ Key Account Management/Portfolio Management ▪ Commercialisation and Geographic Expansion ▪ M&As ▪ Contract Negotiations ▪

KEY SKILLS

* ***High Level, Complex Problem-Solving, Strategic Planning and implementation,*** ***Sales and Marketing Management, Market Knowledge and Commercial Identification/Decision-Making***

KEY ACHIEVEMENTS

**The Arab drug Store Company**

* Increased gross sales percentage by 11% during the period when I was in charge of Sales department from 2010-2015
* Penetrated the GCC, IRAQ, Lebanon, and Slovakian market utilising export product portfolio
* Maximised sales force effectiveness and increased productivity by almost 26% (based on a third party report).
* Attracted new business partners into product portfolio both for Jordan and the GCC markets.

CAREER HISTORY

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| **Director of Business Development | The Arab Drug Store Company,** Amman, Jordan | **Dec 2015 – Mar 2018** |

* Driving strategic vision in order to ensures business growth strategies are met.
* Design and implement departmental development plans, by identifying their needs, weaknesses, and finding proper solutions for those needs.
* Accountable for expanding client and territorial base by Identifying, segmenting, and targeting new potential clients and market.
* Assessing customer and market needs and recommending new products and services based on customer needs analysis.
* Developing commercialisation plan for new innovations (products and services) with focus on increasing market awareness, sales, and market share.
* Works with other departments to ensure alignment of company goals, as set by senior management.
* Extensive market research in order to explore new potential business opportunities for the organization.

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| **Sales and market access Manager –** Actelion Pharma| The Arab drug store Company, Amman, Jordan | **Nov 2010 – Dec 2015** |

* Setting targets for sales team on monthly, quarterly, and annual basis, while establishing means to achieve those targets.
* Secured profitable results by developing the team through motivation, counselling and skill/product knowledge development.
* Managed sales administration function and operational performance, while identifying and implementing training tools for sales force on annual basis
* Strategic development of annual sales plans while providing advice on realistic forecasts for each product and territory.
* Ensured that sales force activities were in accordance with company’s and division’s strategic objectives and plans.
* Involved in planning, recruitment, direction, organisation and control of sales representatives to accomplish goals and objectives of the division.
* Monitor performance of sales team by establishing a system of reports and communications involving sales reports, cyclic sales meetings, and division related KPI’s

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| **Medical representative** | The Arab Drug Store company Actelion Pharma. | **October 2007-October 2010** |

***Sole distributor of Actelion pharmaceuticals in Jordan***

* Arranging appointments with doctors, pharmacists and hospital medical teams.
* Making presentations to doctors, practice staff and nurses in GP surgeries, hospital doctors and pharmacists in the
* Help in organising medical marketing events for doctors and other medical staff;
* Building and maintaining positive working relationships with medical staff and supporting administrative staff;
* Keeping detailed records of all contacts;
* Reaching (and if possible exceeding) annual sales targets;
* Planning work schedules and weekly and monthly timetables with the area sales team
* Monitoring competitor’s activity and competitors' products;
* Implementing sales and marketing strategies of the company in the local market.

ACADEMIC QUALIFICATIONS

**BS of Pharmacy** | Lebanese American University, Lebanon-2007

**Certified Sales and Marketing Manager** | American Institute of Management Studies-2014

**PG Certificate in Management** | Anglia Ruskin University-2014

**Executive MBA** | Rome business school ( current online student) -2019

TRAINING, SEMINARS AND CONFERENCES

* **Strategic thinking and business planning** course, Dubai, UAE, 18th to 22nd Nov, 2007, **Eye for Pharma**, Barcelona, Spain, 2nd to 4th Apr, 2008, **Advanced sales strategies and commercial negotiation**, Amman, Jordan, 6th to 10th Mar, 2010, **How to** **Make your strategy come alive**, Amman, Jordan, 7th to 9th Aug, 2008, **Creative selling skills course**, Amman, Jordan, 12th to 14th Sep, 2009, **Sales management course**, Amman, Jordan, 27th to 29th Jul, 2010, **Finance for non-financers course**, Amman, Jordan, 26th to 28th Nov, 2010, **Decision making and stress management**, Amman, Jordan, 17th to 18th Nov, 2012.

COMPUTER SKILLS

* Proficient in MS Word/Excel/PowerPoint and Internet Explorer

PERSONAL INFORMATION

DOB: **April 30th, 1980** Nationality: **Jordanian**

Marital status: **Married**