**NADER**

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**STUDIES**

* **MBA Pharmaceutical Management** (**Marketing**) 2007 - 2009

Faculty of Business Administration, Laval University, Quebec city, Canada

* **Diploma of Pharmacist** 2001 - 2006

Faculty of pharmacy, Tunisia

* **High School Diploma** 2000

Pioneer High School, Tunisia

**PROFESSIONAL EXPERIENCE**

* **Pharmaceutical Sales Director** February 2016-February 2017

 **Tunisian Pharma Trade (TPT), Tunisia**

Responsible to drive and strengthen business development for different brands(Rivadouce, Saint Gervais MontBlanc, Pic Solution, Medicaine®) by forecasting, budgeting, planning and training in order to achieve greater market penetration and increase revenues.

* Rebuilt and restructured company sales force to make it more efficient.
* Hired, trained, coached and managed sales people to consistently exceed personal and departmental sales goals.
* Developed strong relationships with stakeholders and healthcare KOL.
* Created successful marketing strategies and campaigns leading to additional annual revenue from existing clients: pharmacies, wholesale drug distributors, dentists
* Participated in closing strategic opportunities to increase market penetration by 140%
* Established performance budget for sales divisions and analyzed results
* Processed month end reports and forecasting reports for Corporate Office
* **Pharmaceutical Territory Manager** August 2011- January 2016

 **IMPRES PHARMA, Montreal, Canada**

Worked with 4 different partners: Pendopharm, Nutricia, Valeant, Orion Pharma

* Visited pharmacists and convinced them to recommend COLD FX®, IMMUNITY FX® and COLDSORE FX® to their customers.
* Made the promotion of the range of products NEOCATE®, PEDIATRIC ELECTROLYTE® and HELIXIA® to pediatricians and pharmacists.
* Launched 3 new products: HELIXIA®: new product in Canada, Divigel® to gynecologists, NEOCATE®: launch to non-hospital doctors.
* Classified 1st at the end of the contract with Nutricia: result of sales 133% of the fixed objective.
* In the Top 5 in canada for the other contracts.
* Proposed a message dedicated to general practitioners during the contract with Nutricia who was adopted by the marketing departement and who had a very good impact on sales.
* **Business Development Agent**  March 2010 –July 2011

**Allstate Insurance company, Montreal, Canada**

* Set up and revise business plans and marketing strategies to reach established commercial targets.
* Estimate on a continuous basis the commercial results with regard to the strategies and the activities planned before, to determine the degree of efficiency and bring the corrective measures if necessary
* Participate in the commercial activities and in community events
* Give an effective and professional service to the customers and to the business partners to make sure of their satisfaction and loyalty
* Implement agency marketing and prospecting plans to make sales to new customers and so achieve the agency targets.
* **Consultant**  May-October 2009

 **Enfant-Jesus Hospital** ,**Quebec city, Canada**

• Determine the current path for conducting the consultation - validation - approval - distribution - reassessment of therapeutic protocols, evaluate the effectiveness of this path and apply corrections if necessary.

• Propose mechanisms anti-errors in the application of anticoagulation protocols.

• Identify the factors influencing group dynamics and propose approaches to improve the functioning of an interdisciplinary team work.

* **Pharmaceutical sales representative** October 2006-August 2007

**Bouchara-Recordati LAB** , **Tunisia**

* Visit prospects (cardiologists, gynecologists and general practitioners) to influence their habits of prescriptions.
* Present medicines (Zanidip ®, Tergynan ®, Monocline ®) their mechanisms of action and their indications.
* Inform the customers about the adequate use of these medicines.
* Mention the advantages of the product with regard to the competitors.
* Insure a follow-up with the customers to make sure of their satisfaction.
* Organize round tables and participate in the congresses.
* Draft reports on the visits and the sales made.

**SPECIFIC KNOWLEDGE**

* **Computer**: Word, Excel, PowerPoint, Outlook, Social Medias (Face book, LinkedIn)