

SHEHARYAR KHAN

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Summary

Product Manager with 5+ years of experience in developing brand strategies, sales and marketing. Aim to use my strong strategic, analytical and excellent communication skills to fill the position in your progressive organization. Posses **Pharm-D** plus **MBA in Marketing** with rich experience in marketing and sales.

Work experience

Global Pharmaceuticals Pvt Ltd.

Jan 2021 — Present

Product Manager

I am responsible for Brand Management of Cardio Metabolic Portfolio.

As evident with high achievements in same organization and same group, I have demonstrated a high level of performance in both qualitative and quantitative KPIs. A few of those achievements are worth mentioning as below.

- Brand management of top level national brand “Pelton”, Odisar (Amlodipine + Valsartan), ROLAZIN (Ranolazin), Ecogab (Pregabalin).
- Defining the product vision, product portfolio, roadmap and leading all the activities to deliver the product to market.
- Arranging and implementing different marketing campaigns.
- Leading a diverse cross functional team.
- Manage and train the sales team through proper implementation and reviews of strategies.
- Obtain product market share by working with sales team to develop product sales strategies.
- Determine the customer needs and demands by taking market feedback.
- Manage customer segmentation, targeting, budgeting and building brand communication.
- Using sales forecast and make strategic plans for the improvement of sales and increasing the product portfolio.

Nenza Pharmaceuticals Pvt Ltd.

Jan 2020 — Dec 2020

Product Manager

- I was responsible for looking after marketing activities of antibiotics and general portfolio.
- Established operational strategies for improvement of sales.
- Responsible for budgeting, planning, training and monitoring of the assigned portfolio.
- Identified Gap analysis and innovative plans to my supervisor for achieving monthly and quarterly objectives.

Sandoz Novartis Pharmaceuticals.

July 2016 — Jan 2020

Senior Medical Information Officer.

- I was responsible for promoting major brands like Clomfranil, Ospamox, Dermazin.
- Trained my colleagues on different Product and Disease presentations in weekly sales meetings.
- Consistently delivered my sales target.
- Effectively monitored all paper work of my colleagues.
- Effectively utilized my delegated assignments.
- Achieved assigned targets for every brand.

Education

MBA (Marketing)

Institute of Management Sciences

Sep 2016 — JUNE 2019

Pharm D

University Of Peshawar

SEP 2010 — SEP 2015

Computer Diploma

The City Computer Academy

Jan 2015 — Dec 2015

Skills

- Team management
- Best Communication skills
- Strategic planning
- Strong customer relationships
- Excellent Presentation Skills
- Collaborative Nature
- Team Player
- Fast learner
- Result oriented

Achievements

Global Marketing Guru

- Won the Global Marketing Guru Award for running a successful campaign on Pelton.

Best Presenter

- Won the best Presenter award on "**Issues in supply chain management**" in IM Sciences.

Best Product Detailing Presenter

- Won the best **Product Detailing Competition** award in Sandoz Novartis Pharma in 2018.

Person of the Year Award

- Won **Person of the Year** award by getting top position in sales YTD basis nationwide in Sandoz Novartis Pharma in 2018.

References

References available upon request

