



Rami Fathi

B.Sc. in Pharmacy

PERSONAL INFORMATION

NATIONALITY: JORDANIAN

DATE OF BIRTH : 26 / 05 / 1985

CONTACTS

TEL: + 966 553118819

MAIL: RAMI_BTM@HOTMAIL.COM

LANGUAGES

* ARABIC :NATIVE

* ENGLISH :VERY GOOD

OTHERS

* VALID SCFHS CARD

* VAALID DRIVER LICEDNS

* IQAMA TRANSFABLE

RESUME OBJECTIVE

Professional expert with solid experience in sales and marketing in Pharmaceutical and Consumer field Seeking for a challenging position that utilizes my qualifications and where my skills can be applied and developed.

EDUCATION

B.Sc. in Pharmacy - University of Petra - Jordan | 2008

Work Experience

o GlaxoSmithKline – Consumer Health Care

Executive Medical Representative Jan.2018- Present

Senior Medical Representative. May 2013- Dec.2017.

Medical Representative. Apr. 2010- Apr.2013.

Professional Experience:

📌 Delegated Supervisor during my manager vacations.

📌 Responsible for driving sales, promotion and development in the designated accounts to reach commercial goals.

📌 Responsible for driving the sales operations plan and for achieving agreed sales and broader performance targets for own part of the organization

📌 Prepare and negotiate contracts, and guide initiatives that the company launches to target particular account

📌 Implement marketing Digital projects with customers to transfer customers to digital platform as per company vision.

📌 Analyze market situation including competitive intelligence activities on key accounts and key competitors .

📌 Develop an effective sales team through training and coaching or management of key commercial programmes .

📌 Implement ongoing targeting and profiling of customers to maximize sales

📌 Identify customers, map the accounts and patient journeys, educate key stakeholders on the disease and the impact of the disease

TRAINING

- Negotiation Skills
- Setting Prices and Negotiation with Customers.
- Dealing with customers.
- Information sharing
- Mastering the Short Call.
- Communication Strategies.
- The Sales Call Model of WSFE.
- Preparing, Managing and Delivering Presentations.
- Professional Sales Person knowledge.
- Marketing Orientation Toward A Profession.
- Finding a Job, Professional Awareness.

SKILLS

- Enthusiastic and always seeking to expand my knowledge and advance my career.
- Hard-worker and dedicated to assignments given to me.
- Excellent interpersonal communication.
- Excellent Customer Relationship management.
- Effectively handle multiple tasks simultaneously.
- Excellent Sales and Marketing Skills .
- Excellent Internet user, knowledge of office applications, and overall computer knowledge.
- Good understanding of digital marketing and social media.
- Attention to details, good analytical, and problems solving skills.
- Planning, Organizing and managing territory and time for optimum productivity and results.

- ☑ Increase the market share of our products due to the continuous visits to hospitals and their follow up with doctors inside hospitals even in hospitals whose policy disallows doctors visits.
- ☑ Identify and highlight listing opportunities for our brand in accounts at territory level.
- ☑ Establish strong relationship with the Key Opinion leader person in each customers
- ☑ Prepared list of backup marketing channels to be used in case any of our existing open channels are closed.
- ☑ Preparation and invitation the HCPs for launch events of new items.
- ☑ Mentoring end –to-end distribution of samples.
- ☑ Peer to Peer for new junior

Achievements:

- Listing our products in many accounts not available in the past.
 - Record one of top Three cross KSA using the new technology by Engage meeting to reach HCPs and deliver key message with professional way.
 - Best performance cross in last three year
 - Best practices cross Gulf by thinking out of box and registration Corega items in old age house
 - Reworded by GSK global recognition as examples for team work in 2020
 - Recorded best performance to liquidate new items Panadol B&I cross KSA
- SACO Medical company. Medical Representative. Nov. 2008-Mar. 2010
 - Review updated and detailed records of sales targets and activities as well as assessing performance and achieved goal.
 - Develop adequate relations, organize appointments and events with SACO Medical customers (doctor, pharmacists, and hospital medical teams, ...etc.) to inform and convince them to prescribe / dispense / use our products to meet given sales targets Increase the awareness of SACO Co. products through continuous learning and sharing of information with healthcare providers.
 - Obtain latest information about Doctors, Pharmacists, Hospitals...etc. and prospecting new customers to maintain efficient customer lists.
 - Ensure proper product availability, territory coverage, reporting & feedback and Monitoring competitor activity and competitors' products.
 - Follow up on and reviewing SACO Co. products' performance within the market through clients responses and other indicators anticipating new market opportunities.
 - Prepare timely planning, feedback and sales documentation/sales reporting to the supervisor/manager as per request and prior agreement to ensure optimum territory coverage.

Global Employee Recognition

Bronze



Congratulations Rami Muqalled,

You were nominated for a recognition award by Harilal Nair which has been approved by Hatem Hassan

Award Details

Award Type: Bronze

Award Amount: 800

Award Currency: SAR

Award Reason: Supporting DCC team to improve coverage

Award reference: 617647



Global Recognition
To You

5 Feb
...

Global Employee Recognition



do more
feel better
live longer



Rami
Muqalled

Highly
Appreciate the
organized
effort to drive
the
prescriptions
rate and
sustainable
demand for
GSK items in
Hamady and
Dallah
hospitals (two
of the major
health care
provider in
Riyadh KSA)

Hatem

Hassan