

SYED JAFFAR ALI

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PROFILE SUMMARY

- Registered pharmacist offering 9 years of experience in pharma & nutraceuticals and surgical disposables and worked in Gulf and India
- Experienced pharmacist places a strong focus on attention to detail and excels in accuracy to guarantee patients are cared for and prescribers have confidence
- Rich experience in consistent in delivering the responsibilities of revenue generation, profitability, market share, customer satisfaction, brand recognition and diversification
- Well versed with medical terms, physiology & anatomy, disease & systems procedures, as well as formulary systems, and charge matters facing practitioners
- Expertise in aggressive market penetration and expansion through Sales across diverse market
- Dexterous in organizing appointments with doctors, and pharmacists, which may include pre-arranged appointments or regular cold calling and making presentation of sample drugs to doctors
- Valid Indian & GCC Driving License

KEY SKILLS

• Pharmaceutical Sales	• Strategic Management	• Problem Solving Skills
• Surgical	• Product Management	• Sales Management
• Negotiation Skills	• Cost Optimization	• Sales and Marketing
• Digital Marketing	• Retail Marketing	• Interpersonal Skills

EDUCATION

- Master of Business Administration, University of Allahabad-India- 2014
- Bachelor of Pharmacy, Jawaharlal Nehru Technological University, Hyderabad,, India – 2009
- Registered Pharmacist By Pharmacy Council Of India-2009

TECHNICAL SKILLS

- Well versed with Windows XP, MS Office and Internet Applications

COURSES

- Digital Marketing Completed, SV Infotec, Hyderabad, India - 2019

WORK EXPERIENCE

WIIZ Health Tech LLP | Medical Representative Jan'20 - Current Responsibilities:

- Working in ophthalmology and surgical disposables
- Handling marketing activity to doctors and pharmacies (detailing, demo product, presentation, round table discussion, trial/sampling, etc.)
- Ethically promote ophthalmic surgical disposables, medical equipment, PPE kits and IOL(intraocular lens)to the targeted Ophthalmologists
- Ensuing excellent knowledge of company's products along with competitor's products to promote own brands more effectively
- Demonstrating technical marketing skills and company product knowledge whenever and wherever required
- Selling into Government Eye Hospitals, Private Eye Hospitals and other Ophthalmic centers across the Hyderabad City
- Planning work schedules along with weekly and monthly timetables.
- Approaching old customers, made rapport with concerned departments and was able to collect pending POs which lead to generating revenue for the company within short period

Achievements:

- Successfully closed INR 500K deal within 6 months of joining.
- Added leading corporate hospital chains to the customer list by regular follow ups
- Overly achieved quarterly target during pandemic situation and was awarded with "Extraordinary Sales Excellence Award"

BRIXY Pharmaceuticals |Medical RepresentativeFeb'19 - Oct'19 Responsibilities:

- Organized appointments with doctors, and pharmacists, which may include pre-arranged appointments or regular cold calling and making presentation of sample drugs to doctors
- Ethically promote products to the targeted health-care professionals likeOBS/GYN,orthopedics, pediatricians,and securing maximum prescription for the brand products and OTC products

Vitavision Medical Supplies |Medical Representative

Dec'12 – Jul'18

Responsibilities:

- Managed sales and marketing of products in SHARJAH and NORTHERN EMIRATES area
- Directly reported to sales &marketing manager-MENA region
- Successfully launched the Nutraceutical products in the assigned area and developed the products fromscratch to million dirham market
- Handled individual sales contributor in the region to achieve targets set by organization
- Ethically promote products to the targeted health-care professionals like OBS/GYN,Urologist, orthopedics, pediatricians, dermatologists, etc. and securing maximum prescription for the brand products and OTC products

Achievements:

- Launched new products successfully namely Lactoplex, Omechol, Bio-Q, Concepron, Synoshield, Maternace,Optivin. Etc.,
- Achieved 100% quarterly target of Dhs 300,000
- Received “Best Marketing Specialist Award” consecutively for 3 years 2014, 2015 & 2016.
- Successfully Launched products namely FERTYMA, FOLIZA-DHA, B-WELL, BRAT-SP Etc.

PREVIOUS WORK EXPIERENCE

UAE Exchange Centre LLC |Retail Marketing Executive

Aug'11 – Nov'12

The Himalaya Drug Company |Medical RepresentativeMar'10 – Sep'10
