

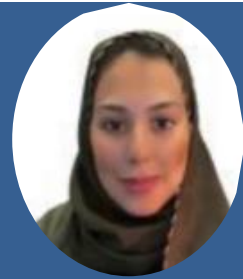
REEM ANWAR ALKHULAIFI

Sales / Key Account Management Expert & Revenue Growth

An enterprising leader with outstanding success in spearheading and streamlining business & exponentially scaling the same to new heights; rich exposure in Sales & Marketing, Key Account Management, Business Development, Market Research & Analysis, and Team management.

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☎ 054-695-1332



CORE COMPETENCIES

- ➔ Strategic Planning & Execution
- ➔ Business Development
- ➔ Business Revenue Expansion
- ➔ Budgeting & Cost Optimization
- ➔ P&L/ Profit Centre Operations
- ➔ Key Account Management
- ➔ Customer Service Management
- ➔ Customer Satisfaction
- ➔ Team Management & Leadership

SOFT SKILLS



IT SKILLS

- MS Office (Excel, PowerPoint & Word) and MS Project.

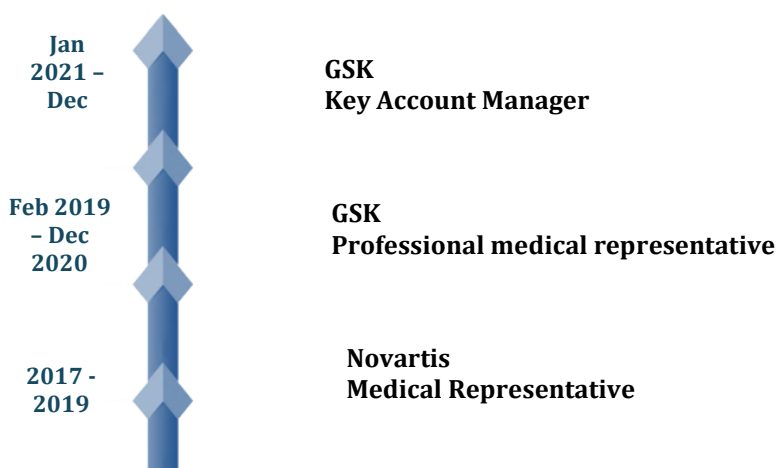
PERSONAL DETAILS

Date of Birth: 23rd November 1993
Languages Known: English and Arabic
Permanent Address: Saudi Arabia

PROFILE SUMMARY

- **Success-driven professional** with over 4 years of experience in **Sales & Marketing Management, Business Expansion, key account management, P&L Management, Team Management & Leadership.**
- **Business Start-up/ Establishment Specialist:** Pioneered breakthrough strategies & led successful set-up of the Company; build all the departments including Sales & Marketing, Operations from scratch, and established them as the highest revenue generating department in the organization.
- **Excellence in conceptualizing and executing innovative promotions** to enhance brand visibility and conduct feasibility/ profitability analysis in Coordination with the marketing team and external agencies
- **Proven skills in developing and sustaining long-strategic relationships** with customers. Suggest solutions that answer clients' needs and want. Cross-functional work to establish customer satisfaction and resolve customer concerns.
- **Skilled in managing, directing, and monitoring the tender process's overall performance to obtain maximum efficiency, quality, service, and profitability** for the organization.
- **Steadily rated Top Performer throughout my career** and embarked as a potential leader in the organization.
- **Collaborated with sales, marketing, and other key stakeholders** to understand customer insights and executed customer-centric market/ sell plans and programs, which increased the sales & margin growth Y-o-Y
- **Proven skills in managing business operations** with a focus on top-line & bottom-line performance and skills in determining the Company's mission & strategic direction as conveyed through policies & corporate objectives

CAREER TIMELINE



WORK EXPERIENCE

Jan 2021- Dec 2021| GSK Key Account Manager

Key Role:

- Devised business strategies to ensure company sales targets and profitability are achieved or exceeded, including rigorous prospecting activities to ensure customer satisfaction and engagement with clients.
- Increased the value of current customers while attracting new ones.
- Found and developed new markets and improved sales.
- Developed goals for the development team and business growth and met them.
- Performed monthly forecasting and competitive analysis to determine accurate performance levels and growth needs into current and additional vertical markets and product categories.
- Dexterously steered employees to encourage maximum performance and dedication.
- Formulated strategies and developed unexplored markets and customer groups for business expansion as well as understanding overall operations for product improvements focused on cost reduction, aligned to market trends
- Accountable for public sector (MODA, MOH, Institutions, Aramco, and NUPCO) in the Eastern region
- Researched & conducted data to prepare documents for review and presentation by boards of directors, committees, and executives.
- Performed business analysis and reporting for assigned projects.
- Built a positive and trustful working relationship with customers.
- Maintained clear and complete knowledge of business operations and procedures.
- Recommended new techniques and technologies to achieve business goals. Determining business roadmap and providing support in future business planning. Evaluate existing business processes and recommend improvements.
- Examined business needs and developing strategies to meet these needs.
- Exceeded sales goals and identified sales opportunities and increased customer retention rate.
- Developed action plans to overcome business challenges.

Feb 2019-2020 with GSK Professional medical representative

Key Role:

- Accountable for many of GSK's products (anti-biotics, 5-alpha reductase inhibitors, corticosteroid).
- Responsible for all sectors: Public, PVT, Aramco. – Access of Duodart in NG.
- Actively involved in STEP program for talented MR. – Honored with three awards (Accountability, teamwork, ITP). – Appointed as Saudi Women Leader Initiative.
- Appointed as a mentor for a team (managed work to ensure accuracy of forecast, team development, coaching and customer service, team building activity)

2017 – 2019 Novartis as Medical Representative

Key Role:

- Experience across various therapy areas: Diabetes, hypertension, Gastric ulcer. – Responsible for all sectors: LPO, PVT, MODA. – Drive growth of Exforge in the eastern region by 210%. – Access of Galvus in KFMMC. – Champion of digital marketing

EDUCATION

2021

MBA, king Fahad University of Petroleum and Minerals, Saudi Arabia

2017

Bachelor of Science in Pharmacy: Graduated from Mohammad Al-Mana Collage for Health Sciences, Al Khobar, Saudi Arabia in 2017 with a GPA of 4.2 from 5

Courses:

- Harvard team management, 2019
- Leading without Formal Authority and leading change course, 2020
- Project management professional course, PMP, 2020
- Digital transformation, 2020
- Leading at a distance during COVID-10.2020
- The Art of negotiation, 2020

