**Saad Wafai**

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**Senior Management Profile: Sales & Marketing Management**

**Expertise in Sales Management, Marketing Analysis, Training**

* Performance-driven, insightful Sales & Marketing professional with over **22 Years** of experience and proven ability to achieve and exceed all revenue and business-development goals in high-pressure environments across the pharmaceutical industry. Prudent in training, managing manpower and utilizing them for delivering revenue and profit gains within highly competitive markets. Demonstrated excellence in determining business strategies and providing overall direction towards enhancing business volumes and growth. Excellent relationship management and communication skills with the ability to network with a wide section of people with consummate ease. Characterized as a person with focus on discipline, prioritization, and keeping emphasis on mission critical objectives by contributing support towards sales & marketing.

**Core competencies include**

* Sales & Marketing
* Market Research & Analysis
* Target Marketing Campaigning
* Business Development
* Integrated Marketing Plans
* Revenue & Profit Growth
* Performance Optimization
* Knowledge Transfer
* Training & Mentoring
* Customer Retention & Loyalty
* Project Management
* Team Building & Leadership

**Experience Summary**

**Involved with Multiple Civilian Activities**

**Sep 2012 onwards**

* Presently IR Master student in ZIRVE University Gaziantep
* Board member in Aleppo Council
* Developed broad knowledge of current Syrian recent situation
* Disticntion of building and strengthing relations with many activators groups (political, civilian...Etc.)

**Asia Pharmaceuticals Co., Aleppo, Syria**

**Training manager: Jan 2012 to Sep 2012**

* Determined training needs, identified training gaps, & conducting programs on communication, soft skills and negotiation skills to enhance their operational efficiency leading to increased productivity.
* Evaluated the effectiveness of training programs by constantly developing & implementing pre and post assessment tools.
* Partnered with all department heads/leaders to ensure an integrated and coordinated team approach in providing learning solutions for professionals and students.
* Conceptualized and designed content by identifying current and future needs of the organization. Help devise training materials that are interactive and innovative in design and ensure regular updates.
* Evaluated progress of other trainers/ trainees insuring that all achieve an acceptable level of performance, according to standards set.
* Within the scope of available resources, planned, directed, delivered, and evaluated organizational development and professional growth activities for the management team.

**Asia Pharmaceuticals**

**Marketing Manager: Jan 2008 to Jan 2012**

* Spearheaded sales and business development by establishing goals, setting short term/ long term budgets and developing business plans for the achievement of average revenue
* Developed periodic business plans & strategies aligned to macro plans of the organization. Maximized market penetration through evaluation of untapped markets and formulation of policies.
* Took care of the sales & business development operations with focus on achieving predefined sales target and growth, identifying new streams for revenue growth & developing plans to build consumer preference
* Used sales forecasting to ensure the sale as well as profitability of products and analysed business developments & monitoring market trends.
* Developed & maintained productive business relationship with customers and clients aimed at accomplishment of business targets.
* Conduct market and competitor analysis and study price, quality, and study the particular segment of industry, product and market specialization.
* Negotiate commercial terms and conditions with clients and agree contracts increasing average margin where possible.
* Leading & monitoring the performance of more than 200 medical and sales representative from different cultural backgrounds to ensure efficiency in operations and meeting of individual & group targets.

**Wafai Pharmaceuticals**

**General Manager: 2005 - 2008**

* Managed and leading teams for running successful operations and developed long range and annual plans, and with the evaluation and reporting of progress on plans.
* Established short term / long term budgets & corporate strategies for achievement of business targets, in line with the approved business objective.
* Oversaw the sales operations, thereby achieving increased sales growth; identified streams for revenue growth & developed marketing plans to determine customer needs.
* Played a stellar role by signing initial distribution agreement with Convatec to cover all of Syria and gave major push to start generating profits for the company.
* Successfully signed agreement with Jordan dental care to distribute their products in the northern area in Syria (not functional at the moment)
* Achieved 50% Y/Y revenue growth in 2006

**Saudi Japanese pharmaceutical co., Riyadh**

**Regional Sales Manager ( Central & Eastern ): 2000 – 2005**

* Provided sales reps with required training and mentoring courses to improve their sales skills as well as their product knowledge.
* Kept distinguished relation with customers including Doctors, Pharmacists, pharmacist assistance, and purchases departments.
* Arranged meetings for our customers and making presentations (slide, overhead, and round table) to promote our products.
* Introduced our medicines to be registered in the large centers formulary (usually it is hard to do that).
* Followed up the sales and the sales force of company agent.
* Successfully introduced our product to the largest institution and the most important centers in the kingdom.

**Previous Experience**

Started own company, Syria: 1998 – 2000

Sandoz, Jeddah as Medical representative: 1994 – 1998

Bristol-Myers Squibb, Jeddah as Medical sales representative: 1993 – 1994

**Education & Professional development**

* **Bachelor of pharmacy**, King Saud University, Riyadh, KSA – 1993

**Professional Memberships**

* Member in Syrian Pharmacist and Saudi Pharmacist syndicate

**Professional Activities**

* Coordinator of the hypertension & arteriosclerosis club, arranging the meeting, speakers, invitation, and hotel reservation.
* Coordination of Urology News Letter in Eastern region.

**Trainings Attended**

* Sales Management Training Course
* Product Manager Training course
* Supervision & coaching
* PMP
* Advance Selling skills.
* Running successful meeting.
* Negotiation skills.
* Secondary Selling skills.
* Lescol product knowledge.
* Attitude for successes.
* Leadership.
* Acne& skin care knowledge training.
* Hypertension and treatment training.
* Lomir (Isradepine) product knowledge.
* Osteoporosis & Miacalcic (calcitonin) & related treatment.
* Hypercholesterolemia and arteriosclerosis

**Community Service**

* Board member in Human right association Aleppo branch.
* Founding member of the “Call for country from Aleppo”.
* General Comity member of the pharmacist syndicate.
* Head of pharmacy school student’s Extracurricular activity 1992, pharmacy school got the first prize in the culture activity in that year.

**IT Skills**

MS Word, Excel, PowerPoint, Internet

**Other Particulars**

* **Languages Known:** Arabic and English
* **Marital Status:** Married