

AHMED NASEF

Country Business Manager – UAE

*Medical Device/ Life Sciences/
Pharmaceutical/ Healthcare
Industry*



Forward - thinking and Ambitious Business Manager in Commercial, Pricing, Marketing, Business Development, Operational Project Management and Retail Sales in the field of Medical device & Pharmaceutical Industry in the UAE. Effective cross functional partnership is one my unique communication style in a matrix organization to drive and develop sales trend & lead marketing activities. In addition to my direct involvement in diverse marketing activities throughout my working experience for more than ten years in the healthcare field in the Middle East. I am willing to add value to the business in a reputable organization with my ability to work on own initiative as well as part of a team with a strong desire to succeed. Moreover, to the strong market analysis, communication and presentation skills with a proven leadership and achievement of results by creating and implementing projects for increased revenue and managing the P&L successfully.

Contact

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Work History

**2016-06 –
2020-02**

Country Business Manager - UAE

Ascensia Diabetes Care | PHC | , Dubai, United Arab Emirates

- Responsible for forecasting, monitoring, and achieving the financial budget (P&L) of the company by managing all UAE business operations (Sales, Marketing, Trade Marketing, Supply & Demand, Regulatory Affairs etc.) to ensure the company shipments value growth.
- Achieved double-digit growth from 2015 to 2019 by networking with customers and prospects throughout territory and presenting compelling stories and value propositions.

LinkedIn
<https://www.linkedin.com/in/ahmed-salah-nasef-1328>

Skills

MS Office	<div><div></div><div></div><div></div><div></div><div></div></div> <div>Excellent</div>
Business Operation Management	<div><div></div><div></div><div></div><div></div><div></div></div> <div>Excellent</div>
Market analysis	<div><div></div><div></div><div></div><div></div><div></div></div> <div>Excellent</div>
Leadership and Interpersonal Skills	<div><div></div><div></div><div></div><div></div><div></div></div> <div>Excellent</div>
Detail Oriented	<div><div></div><div></div><div></div><div></div><div></div></div> <div>Excellent</div>
People Management	<div><div></div><div></div><div></div><div></div><div></div></div> <div>Excellent</div>
Communicati on and Presentation skills	<div><div></div><div></div><div></div><div></div><div></div></div> <div>Excellent</div>
Project Management Skills	<div><div></div><div></div><div></div><div></div><div></div></div> <div>Excellent</div>
Result Oriented	<div><div></div><div></div><div></div><div></div><div></div></div> <div>Excellent</div>
Cross functional management	<div><div></div><div></div><div></div><div></div><div></div></div> <div>Excellent</div>

- Lead document preparation, such as marketing contracts, statements of work, budgets, non-disclosure agreements and appendices.
- Managing the day to day operations with ADC field force (6 colleagues), distributor business partners (managers and medical sales representative total of 15 colleagues) to ensure the operation is running efficiently and smoothly.
- Efficient management and partnership with our distributor in all business operations to implement our business strategy and achieve our financial targets with total alignment of the product pricing.
- Driving the company growth by liaising, managing negotiations and improving relations throughout all UAE with the key stakeholders such as Governmental Authorities (SEHA / DHA / MOH / MOPA / GHQ), Mubadala (Imperial / Cleveland / Health Point), Insurance companies , Private Hospitals, Medical Centers, HCPs, Purchasers and Heads of different group chain pharmacies.
- Optimize the listing of all new products in retail and ensure shelf positioning is in line with company merchandising principles.
- Oversee and support creation of product training for pharmacy staff and detailing materials with tailored messages.
- Managing different commercial projects offered to the main key stakeholders in the UAE market (Private, Retail & Institutional sectors).
- Working with different business functions to establish strategies and gain insights for future growth of the company business.
- Involved in the decision with the Supply & Demand Team to follow up of the whole process of the shipments and the stocks.
- Involved in the decision with the Regulatory Affairs Team to follow up of the registration

Distributor and vendor Management Relationship builder	<div> <div>■ ■ ■ ■ ■</div> <div>Excellent</div> </div>
Problem Solving	<div> <div>■ ■ ■ ■ ■</div> <div>Excellent</div> </div>
Customer Service oriented	<div> <div>■ ■ ■ ■ ■</div> <div>Excellent</div> </div>

Languages

English	<div> <div>■ ■ ■ ■ ■</div> <div>Native</div> </div>
Arabic	<div> <div>■ ■ ■ ■ ■</div> <div>Native</div> </div>

process of the company's new products with MOH in UAE.

- Providing leadership of all operations, sales and marketing activities and striving for operational excellence without compromising quality of the work to ensure best practices in place.
- Implementing the company commercial business strategy and tailor it according to the different market needs and requirements all together with the different functions to achieve the prerequisite deliverables.
- Monthly business and market analysis to catch the new opportunities and to cope with the market dynamics and then direct the team towards the corrective actions needed through feedback-based analysis.
- Brought in new business connections and revenue generation opportunities by improving networking strategies.
- Led company to successful product launch and growth by developing initial product roadmap and go-to-market strategy since 2015.
- Drove year-over-year business growth while leading operations, strategic vision and long-range planning.
- Partnered with sales team members and leveraged strong negotiation skills to close tough deals with lucrative clients.

2015-06 -
2016-05

Country Sales Head

BAYER DIABETES CARE, Dubai, United Arab Emirates

- Responsible for forecasting, monitoring, and achieving the financial budget (P&L) for the company by managing all UAE business operations (Sales, Marketing, Trade Marketing, Supply & Demand and Regulatory Affairs.
- Managing the day to day operations of Bayer Diabetes Care medical sales team (4

colleagues) and distributor business partner teams (15 Colleagues) to ensure the operation is running efficiently.

- Efficient management and partnership with our distributor in all business operations to implement our business strategy and achieve our financial targets
- Driving the company growth by liaising & managing negotiations & improving relations throughout all UAE with the key stakeholders such as Governmental Authorities (SEHA / DHA / MOH / MOPA / GHQ), Mubadala (Imperial / Cleveland / Health Point), Insurance companies , Private Hospitals, Medical Centers, HCPs, Purchasers and Heads of different group chain pharmacies
- Managing different commercial projects offered to the main key stakeholders
- Involved in the decision with the Supply & Demand Team to follow up of the whole process of the shipments and the stocks
- Providing leadership of all operations, sales and marketing activities and striving for operational excellence without compromising quality of the work to ensure best practices in place
- Monthly business and market analysis to catch the new opportunities and to cope with the market dynamics and then direct the team towards the corrective actions needed through feedback-based analysis
- Developed business cases, presentations, and reports for senior management
- Evaluated employee performance monthly and coached and trained accordingly, increasing quality of work and employee retention
- Managed, supported and grew business relationships with existing accounts and developed strategies to increase sales and revenue

- Participated in weekly team meetings to develop better plans and revise proper protocols to meet objectives

**2015-01 -
2015-05**

Key Account Manager

BAYER DIABETES CARE, Dubai, United Arab Emirates

- Managing sales operations of all UAE key accounts to achieve the company value growth.
- Execute the marketing tactics and use sales techniques and operational tools in order to achieve sales objectives.
- Implement ongoing targeting and profiling of customers to maximize sales.
- Managing & coaching the medical sales team to ensure the operation is running efficiently
- Expand the relationships with existing customers by continuously proposing solutions that meet their objectives.
- Identify new potential strategic customers in the hospital sector.
- Play an integral part in generating new sales that will turn into long-lasting relationships.
- Prepare and present monthly, quarterly and annual sales reports to senior management.
- Leveraged strategic planning to penetrate key accounts.

**2013-09 -
2014-12**

Senior Medical Sales Representative

SAJA Pharmaceutical Gulf, Abu Dhabi, United Arab Emirates

- Responsible for maximizing the sales of my assigned products (Cardiovascular line) through the different sales & promotion activities within Abu Dhabi

- Maintain follow-up with HCP (KOL, physicians, pharmacists, or any other party having impact on the business) to gather feedback and questions regarding their experience with Saja products.
- Provide market feedback to sales management on customer requests, responses to promotions and product access.
- Attend seminars and participate in setting up sales demonstration and exhibition.
- Maintain and Create new advocates by aligning to customer's priorities/needs.
- Update my customer list according to the targeting process by understanding customer's segmentation and customer insights.
- Follow up of stock, consumption and ordering process especially in governmental sector and institutions.

**2009-05 -
2013-08**

Senior Medical Representative

Pfizer, Cairo, Egypt

- Responsible for disseminating knowledge among the HCP and achieving sales target for the cardiovascular line (Lipitor & Norvasc) and for the pain line (Lyrica & Celebrex) in the central areas in Cairo throughout my work in Pfizer Egypt.
- Providing approved information to HCPs on Pfizer products, e.g. Proper medical usage, dosage amounts and side effects.
- Provide field experience to new representatives as part of formal corporate training Program.
- Organizing AV activities in key medical departments and hospitals.
- Achieving and exceeding targets every year in my assigned territories since 2009 till 2013.
- Achieve Market share growth through tight communication & exceptional relation with

KOLs to influence the mid seniors and juniors in the therapeutic field.

2008-07 -
2009-05

Medical Representative

GSK



Education

2020

Digital Marketing Course

Astrolabs - Dubai

2017

Project Management Professional PMP

Cambridge Education - Dubai

2015

Finance for Non-Finance Managers

Informa – Dubai

2013

Marketing Professional Certificate

American Chamber in Cairo

2012

Human Resources Management

IFTD – Cairo

2011

Train of the Training TOT

RITI - Cairo

2008

Bachelor of Pharmaceutical Science

Cairo University - Cairo