

Pamela Bcherawi

Lebanon

Bilingual: French and English

Mansourieh

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First line Sales Manager with over Eight years of professional experience and well-established record of partnering with hospitals, Key accounts and key health care professionals to ensure business development and profit improvement. Highly motivated and successful in optimizing business potentials, whilst achieving and exceeding sales objectives through delivering the highest educational standards in a very challenging Sales conditions. Excel at devising strategies for increased sales, skilled in bringing out the best in staff, able to manage effectively and recruit talent. Strong organizational and time management ability; skilled in planning, scheduling and meeting deadlines.

Experience

Expertise: **First Line Sales Manager**

Industry: Multinational Pharmaceutical Companies, Sales, Industrial Quality Control & Quality Assurance

Tools and techniques: Proficient in Microsoft Office- Word, Excel, Outlook and Power Point

Skills Summary: Pharmaceutical sales, Sales Effectiveness, Leadership skills, Marketing Strategies, Market Access, Management, Accounting, Finance, CRM, Market Knowledge, Forecast and Targets,

Product Launch, Market Analysis, Communication skills, Cross-functional collaboration, Selling Skills, Nephrology, Neurology, Gastroenterology, Infections, Hypertension, Cardiology, Endocrinology.

Education

- Master's Degree in Marketing: Saint Joseph University 2010-2012
 - Minor: Sales and Marketing
 - Thesis: Marketing study- Senior Product Growth- Crestor
- Bachelor's Degree in Biochemistry: Saint Joseph University 2007-2010.
 - Minor: Biochemist

Trainings/Certifications/Language

- Quality Control Trainee at Azzi Nuts-2009
- Quality Control & Quality Assurance trainee at Saga Cosmetics Industry-2009
- Selling Skills by AstraZeneca Pharmaceuticals -2012
- Assertiveness Skills by AstraZeneca Pharmaceuticals-2012
- Negotiation Skills by AstraZeneca Pharmaceuticals-2013
- Listening Skills by AstraZeneca Pharmaceuticals-2013
- The 7 habits of highly effective people by AstraZeneca Pharmaceuticals -2013
- Emotional Intelligence by AstraZeneca Pharmaceuticals, Inc.-2014
- Presentation Skills by AstraZeneca Pharmaceuticals, Inc. 2015
- International Market Share Program by AstraZeneca Pharmaceuticals, Inc. -2016
- Leadership by AstraZeneca Pharmaceuticals, Inc.-2017

- Coaching Fundamentals & Creative Problem Solving by AstraZeneca Pharmaceuticals, Inc.-2017
- Powerful and Effective Persuasion by AstraZeneca Pharmaceuticals, Inc.-2018
- Leadership skills by Hikma Pharmaceuticals
- Coaching Technique by Hikma Pharmaceuticals

Companies worked for

- **BellaPharma**– Local Pharmaceutical Company
- **Medatco** – Local Pharmaceutical Company
- **AstraZeneca Pharmaceuticals**- Multinational Pharmaceutical Company (Sweden British Leading Company)
- **Hikma Pharmaceuticals**- Regional Pharmaceutical Company

Professional Career

BellaPharma

Medical Representative

July 2010-July 2011

Medatco

Medical Representative

July 2011-July 2012

Role and duties:

- Responsible for the Sales in the practice physician's office.
- Medical specialties called upon include: Internal medicine, Pediatrics, Cardiology, Neurology, Gynecology, Endocrinology, Orthopedic Surgery, Family medicine, Nephrology, Primary Care, Interventional cardiology.
- In charge for meeting and exceeding assigned sales goals by effectively positioning the benefits and use of the product for appropriate patients.
- Develop and implements robust territory action plans.
- Develops strong and long-term relationships with customers in all assigned accounts.
- Represent brand in a professional, compliant, ethical and effective manner.
- Possesses a deep understanding of the reimbursement and fulfillment pathways for medications.
- Demonstrates highly effective territory management and advanced selling competencies.
- Fosters team effectiveness and accomplishments of shared goals by sharing knowledge, experience and information.
- Effective management of territory resources and budget.
- Maintain positive working relationship with clients and within the company.
- Daily check on the Pharmacy Sales Report to spot any quarterly and yearly basic changes.
- Developing Marketing Intelligence.
- Continuous reviews of the company trends and client feedback to anticipate future market need.

AstraZeneca Pharmaceuticals

Senior Medical Representative- Crestor and Forxiga

2012- 2018

Role and duties:

- Responsible for sales in the private physician's office, hospitals and retail pharmacies.
- Physician specialties called upon include: Internists, Family Practice, Cardiologists, Endocrinologists, Neurologists, and Nephrologists.
- Assembling group meetings and organizing conferences.
- Keeping Detailed Records of Customers.
- Building and maintaining positive working atmosphere with customers, superiors and among colleagues.
- Planning work schedules, weekly and monthly time tables.
- Developing and implementing strategies to boost sales.
- Staying Informed about market and competitor activities.
- Abide by the Action Plan pre-agreed upon and meet its deadlines.
- Ensure Customers are targeted effectively and competitively in order to drive performance on monthly, quarterly and Yearly Basis.
- Find alternatives to counteract competitor's activities.
- Establish excellent relationships with the key opinion leaders.

Achievements:

- Successful Launch of Betaloc ZOK (Metoprolol) in the Market Q2-2014.
- Winner of "Rep of the year award" across the Near East in 2014 and 2017.
- Being Selected and Enrolled in a program of coaching.
- Achieved 36% increase in Crestor prescriptions YTD December 2013.
- Different assignments assigned to me: Implementing new Marketing strategies, positioning of Crestor, double visits, trainings.
- Awarded and selected to attend AstraZeneca's physicians focused group meetings at the corporate office.
- Promoted to Senior Medical Representative- January 2016.
- Tremendously enhancing Crestor Market Share from raking 2nd vs. competition to be the Market Leader in Q2 2014, and Forxiga Market share by being the SGLT2 market leader in 2017.
- Winner of the highest Market share of Crestor award in Q4 2016
- Achieved 26.3 % Growth in Crestor YTD 2016
- Consistently moving and maintaining *Crestor* (Rosuvastatin) as a market leader.

Hikma Pharmaceuticals

First Line Sales Manager- Blopress and Vipidia/Vipdomet

2018- April 2019

Role and duties:

- Great problem-solving and analytical skills that come in handy to interpret sales performance and market trends
- Good understanding of customer and market dynamics.
- Strong leadership qualities.
- Working closely with regional managers and the sales team (of six medical representatives) to ensure all sales and marketing activities are achieved within the budgets and timeframes.
- Building on existing customer relationships and territory growth.
- Identifying new product and market opportunities, which will be beneficial to the company and drive the development and promotion of these.
- Able to demonstrate key leadership abilities in terms of communication, coaching and performance management.
- Excellent communication skills, both verbal and written, including strong negotiation and influencing skills.
- Financial awareness to include experience of managing budgets and gross profit margins.
- Developing and motivating the sales team to do more.
- Professionally representing the company at client meetings, potential customer visits, marketing events, exhibitions and merchant visits etc.
- Recruiting new medical representative to join the team.

Certificates and other documents will be provided upon request.