

Nour Fadi Choueiry

MBA - PharmD

Lebanon | Tel: +961 70 22 55 40

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❖ Work Experience:

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| March 2021 – Present | Pharma Lead Sohati – Healthcare Marketing Agency |
| <ul style="list-style-type: none">- Developing digital marketing experience through many projects with pharma companies, doctors, health medical centers.- Pharma projects management:<ul style="list-style-type: none">o Ideation and Content creation for health awareness campaigns: diabetes, heart diseases, lung cancer, aids with AstraZeneca Pharma and MSD.o Coordinating with team members on the content elaboration: campaign identity, graphics, voice overs, translations, informative videos, video editing...o Abiding by Pharma companies' approval processes and MOH regulations along with delivering content as per the agreed timelines.o Creating interactive and informative scripts for KOL for videos and Q&A session addressing the general population over social media.o Working on email campaigns projects to be shared with HCPs.- Health Medical Centers:<ul style="list-style-type: none">o Monthly creation of relevant medical content, with up-to-date topics, based on reliable and accurate sources of information for medical centers in UAE and Lebanon.o Building strong communication channels with client to understand their business to develop an effective marketing strategy.o Managing tasks face to face and remotely with a team of editors, graphic designers, translators to create high-quality deliverables that respond to the client timelines and expectations.o Negotiating new plans that match the client vision and bringing the ideas to life to boost the performance of different available services. | |
| January 2018 – March 2021 | Medical Sales Representative Leo Pharmaceuticals |
| <ul style="list-style-type: none">- Achieving sales targets for 3 consecutive years in Dermatology and Osteoporosis lines while building strong relationships with healthcare professionals.- Spreading disease awareness by organizing patient focused days. Such as Osteoporosis Day and Psoriasis Day to build easy access between Drs and Patients.- Organizing round tables with KOLs and potential prescribers to share updates in the field while building a sustainable prescription habit.- Digitalization of the communication channels with HCPs during COVID-19 Pandemic by taking part in Webinars, Email campaigns, Virtual Calls.- Preparing and sharing material to be shared internally between team members on key marketing messages and soft skills topics.- Mastering the use of Veeva CRM as a daily reporting tool to keep track on all the organized business activities and analyze data generated for future marketing and sales activities. | |

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February 2016 – January 2018

Medical Sales Representative Janssen Pharmaceuticals

- Launching Invokana® as the first SGLT2 in Type II diabetes treatment in Beqaa.
- Overachieving sales target and strongly positioning Invokana as the most potent SGLT2 available in the market versus other competitors in the market.
- Preparing and organizing successful events and conferences with KOLs for the aim to share the latest approved scientific data with HCPs.
- Sharing market feedback with team members and building action plan accordingly while always relying on medical scientific data and compliance.
- Implementing events submissions SOPs in alignment with budget scheme to digitalize and simplify the process of Event creation on Sales Force.
- Attending yearly and quarterly cycle meetings local and regional and sharing brief insights of the market updates.

December 2015 –February 2016

Labeling Internship- Eli Lilly and Co

- Following up on the labeling portfolio of different drugs in alignment with the labeling coordinator.
- Archiving finalized labeling folders for as per Lilly's internal recommendations.
- Working with graphic designers to amend labels as per country guidelines and MOH recommendations.

October 2014 – November 2015

Medical Representative Pierre Fabre Dermo-Cosmetique

- Discovering the medical field in Lebanon focusing on the Dermatology specialty in different Lebanese regions: Tyr, Saida, Beirut, Beqaa.
- Achieving quarterly sales target for acne and antifungal treatments.
- Following up with dermatologists and pharmacists on data collection and analysis of the prescription habit of cosmetology and dermatology treatments to have a better visibility of the market.

❖ Education:

October 2019 – March 2021

MBA with concentration in Project Management
University of South Wales (Online Program)

Oct 2014 - July 2015

DU in Clinical Pharmacy
Faculty of Pharmacy, Saint Joseph University.

Oct 2009 - July 2014

Doctor of Pharmacy- Pharm D
Faculty of Pharmacy, Saint Joseph University.

❖ Publications and certificates:

- **Publications:** Insomnia and Relationship with Anxiety in University students: A cross sectional designed study – February 2016
- **Interests:** Reading and Self Development.
- **Certificates:**
 - **Fundamentals of Digital Marketing** – edX 2021
 - **Management Consulting Essentials** – SMDC, March 2021
 - **Coaching Fundamentals Program** - Noble Manhattan Coaching, Feb 2021
 - **Making Great Sales Presentations** – eLearning: LinkedIn, August 2017
 - **Drug Commercialization** – University of California San Diego, Coursera, Feb 2017

Last updated: December 2021