

The author of this website is not a legal expert, nor a recruiting / human resources professional. The information included is opinion-based. It is the responsibility of the website visitor to determine what is legal, ethical and acceptable to include in their resume.

This is a real resume. Information in this resume has been altered to protect the identity of the candidate. The candidate has given permission to use the resume as a free resume example on the www.pharmaceutical-marketing-coach.com website.

MR. WELL-ROUNDED SALES & MARKETING

Address — ☎ Tel# — ✉ e-mail address

SUMMARY OF QUALIFICATIONS

Accomplished **PHARMACEUTICAL PROFESSIONAL** experienced in marketing, sales management, training and agency account management. Motivational leader and mentor with demonstrated strengths in presentation, negotiation, interpersonal and communication skills.

PROFESSIONAL EXPERIENCE

COMPANY A

Identified early as a candidate for advancement, resulting in escalation through the following progressively responsible positions within the company.

PRODUCT MANAGER

Assumed operational and profit responsibility for 2 Cardiovascular (Hypertension & Dyslipidemia) and 2 Gastroenterology (GERD & IBS) product lines

- Prepared and delivered business plans and budgets to Senior Operating Committee
- Demonstrated team player in the co-marketing of the 5th largest (by sales) pharmaceutical brand in Canada
- Managed fastest growing antihypertensive product in its highly competitive class
- Double digit growth for niche dyslipidemia product in 2006
- Sales growth of 8% for mature IBS brand in flat market conditions through innovative DTC programs
- Developed, managed and moderated Regional Advisory Boards in association with several key opinion leaders in Cardiology and Gastroenterology
- Led quarterly brand team meetings (reimbursement, regulatory, clinical, med-info, sales) and presented all brand plans to Sales Managers and Salesforce
- Recipient of **MARKETING BY EXCELLENCE** award for development of a sales representative motivation program that doubled sales during the campaign
- Recipient of **MARKETING BY EXCELLENCE** award for planning and implementation of public forums for IBS product

REGIONAL BUSINESS MANAGER (RBM) – SOUTHWESTERN ONTARIO

Managed the performance, career development and accountabilities of 13 Primary Care Representatives and 2 Specialist Representatives across 8 product lines

- Developed and implemented annual business plans and managed Regional Continuing Health Education budgets
- Held regular performance appraisal meetings with sales staff
- Created a high energy, highly skilled team of sales representatives
- Achieved 115% of Region objective for total promoted products and led the team to the **REGION OF THE YEAR**
- Recipient of **PRESIDENT'S CLUB** award as top performing RBM in 2004

MANAGER, SALES TRAINING AND DEVELOPMENT

Designed and conducted all Initial and National Business Meeting training sessions, for all representatives

- Advanced representative interaction with customers through the selection and launch of the first formal selling skills program within the company
- Played key role in designing a career development program for representatives
- Managed the Head Office Intern Program for representatives
- Recipient of **SOLVAY STAR AWARD** as voted upon by Senior Operating Committee
- Developed training programs for 3 product launches

Highlight your promotions within a company. This demonstrates your strong competencies and leadership skills. Promotions are a sign of a strong performer.

Highlight co-promotion responsibilities as co-promotions are becoming more prevalent in the pharmaceutical industry. Experience in managing a co-promotion either in a Sales or Marketing capacity may give you an edge over the other candidates who do not have such experience.

Always highlight awards that you received and achievements that demonstrate you have an edge against other potential candidates. This is a resume. It is a requirement to brag about your achievements.

Highlight all launch experiences as this could set you apart from the other job candidates.

It is best to have a 1-page resume, but if your resume is longer, write your name and contact info on each page. This will ensure that even if the first page of your resume gets lost somehow, the employer can still contact you if they are interested

MR. WELL-ROUNDED SALES & MARKETING

Address — ☎ Tel# — ✉ e-mail address (Page 2 of 2)

MEDICAL SALES REPRESENTATIVE

Established professional relationship and trust with primary care physicians and Gastroenterologists through assertive salesmanship and consistent follow up

- Strategically managed a territory worth over \$1,500,000 with sales growth among the top in the country
- Awarded with Head Office Internship program (Marketing)
- Recipient of **PRESIDENT'S CLUB** award as top performing representative in 2001

ACCOUNT EXECUTIVE, ADVERTISING AGENCY X

Maintained partnerships with pharmaceutical clients in the development of strategic and tactical plans. Managed the development of innovative promotional sales materials. Clients included: A, B, C, D.

Pharmaceutical Marketing professionals typically have a College / University degree in Business, Science, Pharmacy, or Nursing.

EDUCATION

UNIVERSITY OF SUPERSTAR STUDENTS
Honors Bachelor of Science (Dean's List)

CONTINUING EDUCATION

- Council for Continuing Pharmaceutical Education (Accreditation – 93%)
 - Professional Development Courses: Integrity Selling, Successful Coaching Techniques, Win-Win Negotiating
-

PERSONAL INTERESTS

- Golf, Beach Volleyball, Soccer, Photography
-

REFERENCES

- Available Upon Request