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Ms. Pro Marketer

Address
Address
e-mail

Res: (xxx) xxx-xxxx
Cell: (xxx) xxx-xxxx

SUMMARY

A 'Summary' gives a quick glimpse of your major roles, responsibilities and achievements. Write this section carefully. It must motivate the hiring manager to read the rest of your resume and book an interview with you.

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.

Demonstrate leadership and team-player skills. If you only demonstrate leadership skills, the hiring manager might want reassurance that you can also be a team-player, and vice-versa. This resume provides a good balance of leadership and team-player skills.

An experienced Senior Manager, Market Research and Senior Product Manager, who possesses strong people, brand and project management skills. Most recent responsibilities have included leading the market research department and launch of the newest Angiotensin Receptor Blocker (ARB). Other responsibilities have included New Business Development, New Product Planning (Cardiovascular, Women's Health, CNS, Gastroenterology) and brand management.

Inductee in the Canadian Healthcare Marketing Hall of Fame (2004).

Major Accomplishments

Senior Manager, Market Research – Company A

- Responsible for all market research activities including primary research for all current and future brands
- Extensive involvement assessing opportunities for New Business Development (acquisitions, strategic alliances, co-promotion agreements)

Senior Product Management – Company A

- Launched the newest ARB in the largest market in Canada (hypertension)
- Successfully launched Brand X, the most prescribed product for IBS
- Introduced Brand Y, category leader in growth rate for 4 consecutive years
- Managed the Rx-to-OTC switch for Brand Z with consumer campaign
- Led the 2000 Galaxy Award winning launch team
- Canadian representative on the Company A Global Steering Committee

New Business Development – Company A

- Working within a project team to assess new product opportunities
- Responsibilities included market and competitor analyses, product evaluation, opportunity assessment and development of recommendations

Territory Management – Company B

- Managed the first sales office in Central Canada for a Western Canadian based Health Care company (medical equipment)
- Surpassed quota with 300% sales growth in the second year of operation

Group Product Management – Company C

- Managed a team of 5 Product Managers and 3 support staff in five main therapeutic (Gastroenterology, Cardiovascular, Respiratory, Pain Control)
- Implemented Product Line Planning Teams

WORK HISTORY

Company A

January 1991 – September 2007

Senior Manager – Market Research

Prior responsibilities have included Senior Product Management for various brands. Previously held the position of New Business Development Manager. Have launched several new products and line extensions. Led several Project Management teams (Product, Business and Marketing planning teams).

Company B

1988 - 1990

Territory Manager

Developed sales presence in key Respiratory Departments

Company C

1977 - 1987

Group Product Manager

Positively influenced the implementation of Product Line Planning Team process (project management) and managed a department of 8 staff

Product Manager

Launched new products, developed full range of promotional programs

Sales Representative

Led District in sales for 2 years

EDUCATION

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

Registered Nurse (Hospital)

Bachelor of Arts (Shakespeare University)

Leadership (Certificate) Program (University of Masters)

- Fully computer literate
- Numerous Continuing Education programs
- Inductee in the Canadian Healthcare Marketing Hall of Fame (2004)

References available upon request

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