BRANDON JOBNEXUS

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**PROFESSIONAL EXPERIENCE**

**General Manager, Consumer Healthcare - MENA** at **MS Pharma March 2019 – Present**

* Create Consumer Healthcare mindset and vision within the company and with all affiliates across the region.
* Manage the Consumer Healthcare line in all countries where MS Pharma operates.
* Establish the essential triad of pharmaceutical consumer products: the physician, pharmacist and consumer.
* Develop detailed sales and marketing go-to market plans for 5 years, including specific business operational plans (BOP) for each country, with follow-up matrix for stakeholders.
* Review various organizational reports and financial statements to determine company’s progress and strategic success.
* Oversee company’s growth initiatives and new markets penetration activities.
* Manage the incubation process for new services or spin-offs as per the strategic direction.
* Ensure positive cash flow for the company to meet its obligations while continuously monitoring receivables and credit limits.
* Follow up on regulatory submissions and registrations of files to speed the process to ensure new launches and first-to-market plans.
* Follow up on R&D product development plans to ensure speedy launches of products.

# Senior VP of Marketing & Merchandising at Pharmacy 1 April 2006 - March 2019

* Directed Pharmacy 1’s overall marketing, merchandising, strategic planning programs and corporate communications.
* Partnered with the CEO to set corporate strategy and departmental objectives.
* Maximized the marketing budget’s revenue that was allocated to vendors by implementing marketing activities and increasing visibility.
* Understand the complexities of the regional marketplace and the differences in consumer expectations by channel
* Headed the digitalization process of projects between the medical service providers, recipients and insurance companies inside Pharmacy 1 and with the Jordanian Ministry of Health.
* Coordinated, educated, guided and influenced internal and external stakeholders – from a Corporate Affairs perspective – about CSR issues and their importance to the company.
* Developed and executed internal and external communication for business-related agreements, such as licensing and acquisitions
* Worked cross-functionally with other teams, such as Operations, Finance, Marketing, HR and Legal to determine company responses to questions and ensure consistency and accuracy.
* Team leader in the committee assigned by the CEO that formulated Pharmacy 1’s long term corporate strategies.
* Undertook the responsibility of ensuring the attainment of ISO certification.

# Franchise Manager at Merck Sharpe & Dohme (MSD) July 2002 – April 2006

* Responsible for Sales & Marketing related to key drugs.
* Implementation of critical activities geared towards changing attitudes and behaviours of target audience.
* Key Opinion Leaders’ management and development.
* Created operating plan for a 5-year long range.
* Member of the North Middle East Marketing Management team.

# Field Marketing Coordinator at Eli Lilly & Co. January 1996 – June 2002

* Responsible for marketing in Jordan, Palestine & Syria.
* Coordinated between Sales teams & Marketing department.
* Identified market trends and growth opportunities.
* Followed-up on registration of new products.
* Was responsible for the development, implementation & tracking of the sales business plans (including SMART objectives, Key Opinion Leader plans, formulary & institutional plans, call targets, and engagement plans) as well as marketing promotional plans.
* Established Eli Lilly & Co. presence in a challenging environment in Palestine.

***Additional Professional Experiences Available Upon Request***

**EDUCATION:** Bachelor Degree in Pharmacy, 1995

**LANGUAGES: Arabic** (Mother Tongue), **English** (Fluent), **French** (Intermediate)