

FULANO DE TAL SEM SOBRENOME

MARKET INTELLIGENCE AND SALES FORCE IMPROVEMENT MANAGER WITH EXPERTISE IN PHARMA/MEDICAL NUTRITION

PROFILE

+14 years of experience in national and multinational companies of the Pharmaceutical / Nutrition industry.

Comprehensive experience in **Market Intelligence**, deploying segmentation projects of major customers (physicians, hospitals, POS, government and distributors), developing briefings, and implementing ad hoc research in Brazil and abroad.

Extensive experience developing **Reports and Statistics** for the Marketing, Sales and Financial department, reporting directly to senior management:

- ✓ Analytical and monitoring reports (PMB, INTE, DDD, Close-up, AuditPharma and MDTR).
- ✓ Reports to measure the return on investment in POS campaigns and actions.
- ✓ Forecasts per product and for the laboratories.
- ✓ Market Information reports (PMB and Close-up).
- ✓ Sales performance and productivity reports (Audit, Close-up).

Applied analytical skills in **New Business Development**:

- ✓ Analyzing new opportunities and market innovations.
- ✓ Studying the potential of new markets.
- ✓ Participating in new business task forces.

Expertise in **Product / Project Management & Planning**:

- ✓ Managed the project planning, feasibility study, development, implementation and result evaluation phases.
- ✓ Analyzed the profitability of projects, defined targets and controlled the Return on Investment.
- ✓ Drafted Business and Marketing Plans for new products.
- ✓ Analyzed new market segments.

Hands-on experience improving **Sales Force performance**:

- ✓ Deployed CRM tools (medical visits) and KPI reports.
- ✓ Restructured the sales force based on market potential and product profitability.
- ✓ Monitored all Sales force KPIs and controls (Sales, Demand, Prescriptions), identifying gaps and developing action plans.
- ✓ Calculated results for the monthly sales force incentives.
- ✓ Defined sales and demand targets.

Led **continuous improvement projects** in the Commercial Excellence department.

Solid negotiation skills, engaging in talks with Board of Directors, CEOs and international partners and suppliers, closing up to R\$ 69 MM in contracts.

Participated in global meetings, providing comprehensive strategic support to the global teams of multinational companies.

Background in IT with solid experience deploying B.I. tools and systems, significantly improving integration between Marketing, Sales and Financial departments and the Sales Force:

- ✓ CRM tools for medical visits on the iPad.
- ✓ Implementation of the BI module in Cognos.
- ✓ Involved in sales force automation projects.

Native Portuguese | Fluent English | Intermediate Spanish

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modelado por um
profissional?
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EDUCATION

MBA in Marketing – INSPER / IBMEC

Degree in Information Systems - UNIVERSIDADE MACKENZIE

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PROFESSIONAL EXPERIENCE

██████████ ██████████ | Oct/10 – Oct/16

Leading global medical nutrition company

Electrical Engineer

- ✓ Improved the synergy between the Marketing, Sales and Advertising departments, developing a pleasant climate of harmony and productivity.
- ✓ Led the ██████████ without Borders projects, promoting medical products across Brazil over the phone (Multichannel project). Awarded the Lupa de Ouro prize in 2014 and the Global ██████████ Best Practice Award in 2015 (Amsterdam, the Netherlands) and bringing R\$ 3 MM in profits to the company.
- ✓ Managed a Medical Device product (Infusion Pump), generating savings of almost R\$ 6 MM for the company.
- ✓ Coordinated 6 people in the team (3 Effectiveness Analysts and 3 Medical Promotion Representatives).

Productivity and Effectiveness Coordinator

Market Intelligence Analyst

██████████ ██████████ | Jun/07 – Oct/10

One of the largest Brazilian pharmaceutical companies

Market Intelligence Analyst / Coordinator

- ✓ Involved in the company's spin off process from the ██████████ group, building a new Market Intelligence department
- ✓ Negotiated and closed international contracts estimated at R\$ 69 MM.
- ✓ Responsible for coordinating two Market Analysts.

██████████ ██████████ | Apr/06 – Jun/07

Brazilian pharmaceutical company

Market Intelligence and New Business Analyst

██████████ ██████████ | Mar/05 – Apr/06

German multinational, one of the top 20 pharmaceutical companies in the world

Market Intelligence Trainee

██████████ ██████████ | Sep/04 – Mar/05

Swiss multinational and leader in the food and drink industry

Supply Chain - E-procurement Trainee

██████████ ██████████ | Apr/03 – Sep/04

American health care company with global operations

Market Intelligence and Productivity Trainee

ADDITIONAL INFORMATION

International experience in the USA, the Netherlands (██████████ Headquarters), Spain, UK and Latam Countries.

Courses:

- ✓ 100 and 400 System - Pharmaceutical Market - Marketing Management - IMS
- ✓ Technical Audits: PMB, INTE, DDD, Close-UP, Audit-Pharma and MDTR.
- ✓ People Management / Team Leadership / Persuasive Listening / Coaching - ██████████ (8 Modules).
- ✓ Effectiveness and Productivity courses with the global ██████████ team in the Netherlands - 8 courses.