

JOSÉ QUALQUER SEM NOME

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Date of Birth: 28/07/19xx
Nationality: Brazilian
Married, 1 Child

OBJECTIVE: MARKET INTELLIGENCE / COMPETITIVE INTELLIGENCE/ SALES FORCE EFFECTIVENESS AND PRODUCTIVITY / NEW BUSINESS / PRODUCT MANAGEMENT

ACADEMIC BACKGROUND MBA in Marketing - Insper / Ibmec - São Paulo
Degree in Information Systems with a major in Strategic Planning -
Universidade Mackenzie

LANGUAGES Fluent English and intermediate Spanish

SKILLS AND QUALIFICATIONS

- Professional experience of 14 years in the Pharmaceutical market in the Market Intelligence, Sales Force Effectiveness, New Business and Product Management departments of multinational and national companies;
- Engaged and involved in negotiations with boards of directors and CEOs;
- Managed the project planning, feasibility study, development, implementation and result evaluation phases;
- Skilled in developing statistical management reports for the Marketing, Sales and Financial departments;
- Drafted marketing plans to release new products and analyze new market segments;
- Analytical ability to seek opportunities and innovations in the market to develop new business for the company;
- Experience deploying segmentation projects of commercial customers and the medical class;
- Involved in the development of briefings and implementation of Ad hoc research (Brazil and Global);
- Deployed CRM tools (medical visits) and KPI reports for the sales force;
- Participated in global meetings, providing comprehensive strategic support to the global team - Multinational companies;
- Experience restructuring the sales force, seeking to increase the productivity of the sector;
- Drafted analytical and monitoring reports through various market audits (PMB, INTE, DDD, Close-up, Audit-Pharma and MDTR);
- Analyzed the profitability of projects, defined targets and controlled the Return on Investment;
- Background in IT, having developed several integrated information systems (B.I.) for the Marketing, Sales and Financial departments.

PROFESSIONAL EXPERIENCE

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Productivity and Effectiveness Manager

Oct/10 – Oct/16
Nov/13 – Oct/16

- Obtained and maintained excellent synergy between the Marketing, Sales and Advertising departments, developing a pleasant climate of harmony and productivity.
- Participated effectively in the deployment of new business processes and new products to grow the division,
- Led the Xxxxxx without Borders projects, leading to medical promotion in different parts of Brazil via the phone (Multichannel project). Awarded the Lupa de Ouro prize in 2014 and the Global Xxxxxx Best Practice award in 2015 (Amsterdam, the Netherlands) for this project, which brought 3 million in profits to the company.
- Managed a Medical Device product (Infusion Pump), taking care of the entire product chain from Production, S&OP and Marketing to Sales. Generated savings of almost 6 million for the company.
- Led the monthly Commercial Excellence meeting, demonstrating the results and gaps of the company by product according to representative level. This meeting was attended by Directors, Marketing Managers and the Presidency.
- Monitored all KPIs of the sales force (Sales, Demand, Prescriptions), always identifying gaps and working on action plan with the sales force.
- Studied the potential of new markets for the company.
- Leader of continuous improvement project in the Commercial Excellence department, enforcing and reporting the KPIs of different departments of the company (HR, Supply, Finance, Mkt, Sales), reporting directly to the Global Effectiveness Team (the Netherlands)
- Developed all monitoring controls of the Sales Force, seeking to improve the company's position in the market; (audit reports of the IMS and Close-Up market)
- Coordinated 6 people in the team (3 Effectiveness Analysts and 3 Medical Promotion Representatives)

Productivity and Effectiveness Coordinator

Jan/11 – Nov/13

- Deployed the CRM tool, (Medical Visits) on the iPad, significantly improving integration between the Effectiveness, Sales Force Training and Marketing departments with the sales force.
- Performed some restructuring of the sales force (expansion and reduction), based on the market potential and product profitability KPIs.
- Verified the results for the monthly sales force prize.

Market Intelligence Analyst

Oct/10 – Jan/11

- Calculated the sales quota and demand objective for the Sales Force.
- Reports to measure the return on investment in POS campaigns and actions.
- Studied visits and the segmentation of major customers (physicians, hospitals, POS, government and distributors)
- Involved in the development of the company's forecast, including calculations of nutrition trends.

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Jun/07 –Oct/10

Market Intelligence Analyst / Coordinator

- Involved in the company's spin off process from the Xxxxxxx group, building a new Market Intelligence department.
- Negotiated and closed international contracts estimated at R\$ 69 million.
- Integrated strongly with various departments of the company, (Sales, Marketing, Financial, Registration and Industrial department), always revealing new opportunities for new business.
- Evaluated new national and international partners.
- Drafted the Business Plan of new products to be evaluated by the company.
- Responsible for coordinating two Market Analysts

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April/06 - Jun/2007

Market Intelligence and New Business Analyst

- Deployed the forecast reports per product and for the laboratories.
- Involved in the development of the marketing plan of the products.
- Member of the new business team, answering for the entire analysis of new opportunities for the company and reporting directly to the President.

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Mar/05 – April/06

Market Intelligence Trainee

- Demand Capture Project for Anti-retroviral drugs
- Updated all Market Information reports (PMB and Close-up)
- Involved in the implementation of the BI module in Cognos.

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Sep/04 – Mar/05

Supply Chain - E-procurement Trainee

- Assisted buyers in the negotiation process with suppliers
- Involved in global projects that generated savings of almost R\$ 20 million

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April/2003 – Sep/04

Market Intelligence and Productivity Trainee

- Reports with the KPIs of the Sales Force's visits and demand.
- Involved in the sales force automation project.
- Drafted all reports related to sales force performance and productivity. (Audit - Close-up)

INTERNATIONAL EXPERIENCE

USA, the Netherlands - (6 x Xxxxx 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 - Danone (8 Modules).
- Effectiveness and Productivity courses with the global Danone team in the Netherlands - 8 courses.