
John Smith

Address Line 1

Address Line 2

London

Post Code.

Telephone: 0208 123456. Mobile: 07879 123456. Email: johnsmith123@email.com

MARKETING / SALES / TRAINING

♦ Marketing - Sales Development - Team Leadership - Procurement ♦

Excellent marketing and project management experience fused with core sales skills gained within Primary Care, Secondary Care teaching units and PCT environments. Possessing an influential solution focused approach to managing key projects, ensuring timely and quality delivery. A broad portfolio of well-rounded business skills has provided the platform for delivering a number of key achievements. Now looking to continue making a significant contribution within a new more challenging and senior marketing position.

AREAS OF EXPERTISE

- Interpersonal skills
- Team working
- Effective Influencing
- Planning & Implementation
- Communication skills
- Solution-orientated
- Strategic Thinking
- Energy/Pro-activity
- Self-Motivation
- Focus on Delivery
- Technical Marketing
- Strong Negotiation Skills

EDUCATION / PROFESSIONAL DEVELOPMENT

MBA	Leicester University	1995 - 96
BA (Hons)	Marketing and Law (2:2), De Montfort University Leicester.	1992 - 95
CIM	Professional Diploma in Marketing (ABBC).	2004
Certificate	Market Research Society.	1996
Courses/Modules	Project Management (AZ), Influencing Skills Workshop (AZ), Branding (AZ Sales College), Negotiating Skills Workshop (Karrass), Media Skills Workshop (Zaicom), Marketing Management, Market Research, International Marketing and Marketing Communication.	

PROFESSIONAL EXPERIENCE AND SIGNIFICANT ACHIEVEMENTS

NEXIUM BRAND MANAGER

JAN 06 - PRESENT

Company A

- Core responsibility includes Campaign Development, Environmental Integration, Advocacy Development and Performance Management.
 - Currently leading the MEX brand planning process for Nexium and Established Brands.
 - As Campaign Development Lead, successfully project managed and delivered a new high impact Nexium promotional campaign. Excellent feedback received from internal / external customers.
 - Co-led a highly revered global Webex meeting to international marketing colleagues regarding the fast-track launch of the RESPONSE study.
 - GP direct mail commendation received at 2008 Pharmaceutical Marketing Society Advertising Awards.
 - Recognised by Nexium Global Team for best practice implementation for the GORD Impact Scale.
 - Successfully launched a Patient Review Service during a challenging organisational review.
 - Successfully led and delivered a regional marketing project with the West London team in record time.
 - Delivered and project managed several field force conferences. Nexium is widely recognised as the brand with the best clarity and the strongest impact.
 - Proactively launched the Brand Manager Forum, a new cross portfolio initiative sponsored by Primary Care and Secondary Care Directors.
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PROFESSIONAL EXPERIENCE AND SIGNIFICANT ACHIEVEMENTS

Additional Marketing / Sales Training Experience

- Delivered several lectures to University of Hertfordshire's students on pharmaceutical marketing and the application of branding.
- Significant contribution to the delivery of Nexium ITCs. This has included the delivery of a number of sessions from campaign strategy through to branding.
- Syndicate Leader for the entire Nexium D2 Ashfield training in January 2008.
- Consistent involvement in the coaching of representatives through practice role-plays, field force validations, customer validations and field visits.
- In line with my development, successfully negotiated 5 coaching days with representatives in Q1 2008.

SENIOR BUYER MARKETING

Apr 04 - Dec 05

Company B

- Negotiated and delivered cost savings and avoidance of approximately £1 million.
- Seconded to Crestor brand team for two days a week, delivering on the planning and execution of key projects, e.g. largest industry endorsement meetings programme.
- Designed and planned key brand customer programmes including "PCO-Drivers For Change" and "Practice Based Commissioning/Payment by Results" workshops.
- Contributed and participated in the 2006 Operational and Tactical Planning process for Crestor.
- Utilised brand experience as member of the Campaign Development Team for the Crestor 5mg launch.
- Wrote two articles on the Procurement/Marketing interface for "PharmaTimes" magazine in 2005.

CARDIOVASCULAR HOSPITAL REPRESENTATIVE

Jul 01 - Mar 04

Company C

- No. 1 Hospital Representative for Amias in the UK for 2003 Sales vs. Target.
- Successfully launched Crestor, my territory delivered an average 127% Sales vs. Target.
- Achieved Crestor PCT/Hospital formulary inclusion at Newham Healthcare NHS Trust (2004).
- PharmaTimes "Marketeer of the Year 2003" Finalist (Aspiring Category).

GP / HOSPITAL REPRESENTATIVE

Apr 98 - Jun 01

Company D

- Achieved the highest regional market share and top ten sales vs. target performance for "Aprovel" (1999-01).
- Achieved two hospital formulary inclusions for "Xatral" at Mayday and St Helier Hospitals.
- Mentored, trained and monitored the progress of 5 new representatives in the South London sales territory.

CUSTOMER SERVICES OFFICER

Jan 97 - Apr 98

Company E

- Responsible for the prompt and efficient resolution of customer requests and account's control duties.
- As Staff Trainer/Developer delivered new bespoke training solutions matching business/people needs.

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Interests and Pastimes: Theatre, live comedy, travelling, football and learning Italian.

Driving: Full clean licence. *Status:* Single. *Born:* 1974.