

Elallam A Elawad

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Transferable Iqama

SUMMARY

Driven, dedicated leader who inspires fellowship, with more than 20 years of experience in biopharmaceutical industry. Strong background in sales, marketing, management, contracting and communications across pharmaceuticals and healthcare industries. Adaptable to work in fast-paced, ambiguous environment, with the ability to lead projects through full lifecycle.

EXPERTISE

- Strategic marketing planning and execution.
- Budget management and cost control.
- Team development and leadership.
- Market research and competitive analysis
- Cross functional teaming.
- Institutional sales tender business and Key account management.
- Pharmacoeconomic background.
- Regulatory affairs and Market access management.

PROFESSIONAL EXPERIENCE

PHARAON HEALTHCARE AFRICA,

Country Manager - SUDAN

Jan 2011 – Now

- Responsible for managing marketing, sales and regulatory operations within Sudan.
- Agreeing annual budgets and producing a detailed annual business operating plan as well as monthly, quarterly or annual targets for revenue, profits and cash.
- Produce business performance reports on a monthly and quarterly basis.
- Recruit and manage staff, including performance monitoring and training.
- Managing institutional sales Oncology and other.
- Managing adherence of product portfolio to MOH policies.

PHARAON HOLDING GROUP/ Global Channels Trading Co. Ltd,

Business development Manager – SUDAN

Aug 2006 – Dec. 2010

- Setting goals and developing plans for Pharaon group Pharma project in Sudan.
- Researching, planning, and implementing new target market initiatives.
- Developing quotes and proposals for prospective suppliers.
- Researching prospective accounts in target markets
- Pursuing leads and moving them through the sales cycle
- Setting goals for the business development team and developing strategies to meet those goals
- Training business development staff
- Attending conferences and industry events

BRISTOL MYERS SQUIBB,

Senior Med. Representative – SUDAN

Jan 2000 - Aug 2006

- Identifying and establishing new business and Negotiating contracts
- Organizing appointments and meetings with community and hospital-based healthcare staff.
- Demonstrating/presenting products to healthcare staff including doctors, nurses and pharmacists.
- Undertaking relevant research and maintaining detailed records.
- Making presentations, attending/organizing trade exhibitions, conferences and meetings.

- Managing budgets and reviewing sales performance
- Meeting and Negotiations with National health insurance and MOH agencies to insure presence of our products in reimbursed drug list.

NANJING UNIVERSITY,

Research assistant - China

Sep 1996 - Sep 1999

- Participates in planning of study implementation within department.
- Participate in protocol development and case-report form design as assigned.
- Conducting and evaluating experimental results using appropriate Controls.
- Other research activities.

WAD MADANI TEACHING HOSPITAL

Hospital pharmacist – SUDAN

Dec 1995- Sep 1996

- Management of the Medicines supply, distribution and control.
- Negotiation with pharmaceutical companies.
- Supervision of pharmacy assistant staff.
- Member of the Medication Safety Committee
- Secretary to the Drug Usage Committee.

EDUCATIONAL BACKGROUND

Master of Business Administration (MBA), Gezira University, Sudan

2008

- Major General Management.
- GPA 3.54.

Bachelors of Pharmacy (B. Pharm.), University of Khartoum Sudan

1995

- Full scholarship based on high secondary school certificate.
- Graduated with 2nd class Division Two.

SKILLS

- Windows and its applications.
- Microsoft and its applications word, Excel, Power point, Outlook and others.
- Internet its applications searching engines, browsing and other applications.

LANGUAGE PROFICIENCY

- Arabic language (Native).
- English language (TOFEL 557).
- Chinese language (9-month diploma).

PROFESSIONAL TRAINING & SEMINARS

- **Sales, Marketing & Medical affairs**, Annual sales conference, Innotech International, Istanbul Turkey, Feb. 2013.
- **Sales & Marketing**, Innotech International, Amman Jordan, 28 Oct – 2 Nov. 2012.
- **CPhI Exhibition and Conference**, The Pharmaceutical Ingredients Event, Paris France, 5 – 7 Oct. 2010.
- **Pharma sales meeting**, Pharaon group, Bucharest Romania, 3 – 5 Feb. 2010 .
- **Problem solving / Decision making**, Pharaon holding group, Beirut Lebanon 7 -9 July 2008.
- **Sales Force Effectiveness**, Bristol Meyers Squibb, Cairo Egypt 1 - 6 Jan. 2006.
- **Promotion of Rational Drug Use**, Gezira State Ministry of Health, Wad Madani, 4 – 6 Jan. 2005
- **Sales Conference**, Bristol-Myers Squibb, Kuala Lumpur Malaysia 28 Nov. – 3 Dec. 2004
- **Sales Ability**, Bristol-Myers Squibb, Cairo Egypt. 16 – 20 Nov. 2003
- **Leader On You (LOY)**, Bristol Myers Squibb, Cairo Egypt 6 - 10 Jan. 2002.
- **Basic Sales and Marketing**, Bristol-Myers Squibb, Cairo Egypt. 10 – 14 July April 2000
- **Customer Service & Sales Workshop**, Medica Import & Distribution, Khartoum Sudan, 5 – 9 Nov. 2000.
- **Pharmaceutical Administration**, WHO/General Directorate Of pharmacy, Sudan Dec. 1999 to March 2000.