

# SHADY EL HANAFY



*Accomplished Key Account Manager with a proven track record at Jamjoom pharmaceutical Co., Kingdom of Saudi Arabia, Riyadh city for over 10 years., Seeking a challenging position as District manager to integrate my knowledge and utilize my capabilities to develop my personal skills and improve my career pathway.*

Dynamic sales professional excels in high-productivity environments, completing tasks efficiently and surpassing goals, skilled in customer relationship management, negotiation techniques, and strategic planning., strong communication skills, Adaptability, and problem-solving abilities ensure success in challenging sales scenarios.

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## EDUCATION

2020 → 2021  
university Of Leeds, United Kingdom  
Marketing And Sales Diploma, Certificate of membership

2004 → 2009  
Helwan University, Cairo, Egypt.  
B.Sc. in clinical Pharmacy, BIS grade: Good

09-2003 → 06-2004  
Manarat Al Qahira Language School  
High School

## WORK EXPERIENCE

- 2023 → 2024  
ALRAI Pharmaceutical Co.,(Zimmo Trading Co., Ltd.) Riyadh, SA  
Key Account Specialist
- Managing Dr. Sulaiman Al Habib Hospital's business (Purchasing, enlisting, following up & liquidation) for total company's portfolio (Metformin HCL, levofloxacin, Baclofen, Apixaban, & Clindamycin).
  - Identified new opportunities for growth within existing accounts, as well as new customers.
  - Negotiated contracts with customers that balanced customer requirements with business objectives.
- 2022 → 2023  
EXEO Health-care Co., ( Cigalah Agent Co.) Riyadh, SA  
Key Account Manager
- **Building up Ophthalmology business unit with dedicated team of two Medical Representatives covering the whole central region (*Riyadh, Al Kharj, Al Qaseem & Hail*) for launching a new Japanese brand new Eye Lubricant (ROHTO Dry Aid E.D) with annual budget of 1.4 Mn SAR.**
  - Conducted meetings with clients (KOLs) to discuss their objectives, challenges, and strategies.
  - Resolved conflicts between customers and other departments by identifying root causes and proposing solutions.
  - Created presentations for key stakeholders regarding progress updates or proposal for new initiatives.
  - Managed the relationship between internal team and external customers.
- 2011 → 2022  
Jamjoom Pharmaceuticals, Riyadh, SA  
Sr. Medical Representative (Ophthalmology Line)
- **Strategic products: Hyfresh Drops (2021 Budget 1.3 Mn SAR), Hyfresh Gel UD (2021 Budget 1.3 Mn SAR), & Dexaflox Drops (2021 Budget 0.6 Mn SAR).**
  - **Achievement: 2018 (109 %), 2019 (107 %), 2020 (104 %), 2021 (104 %), 2022 YTD Sep. (109 %), & best achiever total Kingdom in 2015 with achievement of 125 %.**
  - **On Job training as an assistant product manager (June 2021 - March 2022).**
  - **Assigned to be delegated on ophthalmology Riyadh team during transitions vacations since 2016.**
  - **Group meetings' co-ordinate with full functioned authority since 2018.**
  - **Utilize CRM (OCE) tools effectively to track interactions between clients, analyze data, and develop targeted strategies for improved results.**
  - Built strong relationships with healthcare professionals by providing reliable information about medications.
  - Collaborated with team members on promotional campaigns for various products

## PERSONAL SKILLS

- ✓ Managing tasks and problem-solving skills
- ✓ Ability to adapt and learn quickly
- ✓ Able to work on my initiative or as part of a team
- ✓ Proficient in computer applications, including Microsoft Office Suite
- ✓ Strong communication and interpersonal skills
- ✓ Excellent conceptual and analytical skills

## SOFTWARESKILLS

Microsoft excel	■ ■ ■ ■ □ □
Microsoft Power Point	■ ■ ■ ■ □ □
Microsoft Word	■ ■ ■ ■ ■ □

## LANGUAGES

English	● ● ● ● ● ○
Arabic	● ● ● ● ● ●

## HOBBIES

  
Dogs Araising  
and training

  
Arabic  
Calligraphy

  
Listening  
Music