

MOHAMED BAKEER

EXECUTIVE PROFILE

A pharmacist and MBA holder "Marketing Major" who has 19 years of experience in either multinational or national companies in different geographic markets "Egypt, Saudi", rules and responsibilities like Sales, Marketing, Training, Sales Force Effectiveness and others, Therapeutic areas "Neuroscience, Diabetes, Dermatology, Oncology and Others", who do believe a lot in the power of Leadership, Team Work, Passion to Execute, Corporate Mindset and Culture, Who is looking to share his experience in your respectable organization and gain as well.

EXECUTIVE COMPETENCIES

Strategic Thinking
Strong Analytical Skills
Talent Management
Driving Change

Contemporary leadership skills
Effective communication & influence.
P&L Management
CRM & Sales Analyzer Creation

PROFESSIONAL WORK HISTORY

August 2018 – Till Now

Magicpharma

Egypt

Sales and Marketing Head of Dermatology Business Unit (Bionike Italy).

Key Accountabilities:

Leading effectively and efficiently P&L of the whole dermatology business unit toward more positive results / Effectively building a good team for high performance. / Effectively leading a sales and marketing team to success. / Providing clear vision & strategy for the whole team to hit required goals. / Leading effectively contract agreements & conditions with Italy team. / Leading in alignment with CEO, Supply Chain, and regulatory departments / Delivering and executing a long-term forecast process of the whole business unit SKUs. / Hitting required figures and target. / Developing future leaders for the whole organization. / Leading in alignment with CEO and HR the whole appropriate C&Bs of all business unit employees

Key Accomplishments:

- Getting best achiever reward in Eli Lilly Saudi in 2009 all over Neuroscience team of the kingdom.
- Being recognized as the youngest trainer ever all over Eli Lilly worldwide training team members.
- Recognized as best trainer in Eli Lilly MENA Region in 2012.
- Building a training department from scratch in Bio Group company during the period of 2013 & 2015 in alignment with other stakeholders.
- Getting my MBA, marketing major with overall 3.85 GPA.
- Building effectively from scratch CRM, Sales Analyzer, Training & Development Department in magicpharma company during my work experience as SFE, Training and Development Manager from 2015 till 2018 in alignment with company HRM and CEO.
- Helping effectively and efficiently in magicpharma transformation and success from 1M sales turn over company to 1B one.
- Building a great successful team for high performance with positive P&L and almost 100M sales revenue during my experience as Sales and Marketing Head in Bionike, Dermatology Business Unit from March 2018 till now.
- Recognized and rewarded as Man of the Year in magicpharma for two cumulative years 2022 & 2023.

March 2018 – August 2018

Magicpharma / Bionike Italy

Egypt

National Sales Manager of Dermatology Business Unit.

Leading the whole sales team members to hit target and figures in quality / Keeping the whole thought leaders in our derma market engaged with the company / Developing leaders for the organization.

Sep. 2015 – March 2018

Magicpharma

Egypt

SFE Training and Development Manager.

Delivering effective skills training courses for the whole organization layers. /Leading effectively and efficiently the development process of the whole organization employees in alignment with all cross functions 'heads. / Following on training courses effective execution on the field. /Providing the most effective and efficient sizing model for the whole organization structure. / Designing, Providing, and leading the whole organization CRM and Sales Analyzer tools effective use. / Leading and executing a great customized mapping exercise covering organization different business unit's needs. / Analyzing the whole organization business units P&L and sharing reports with CEO. / Identifying market growth opportunities and sharing it with company CEO and different related cross function members

August 2013 - August 2015

Biotech

Egypt

Training and Development Manager

Initiating and leading the whole related tasks of training and development manager from scratch in a dermatology market leading organization which is consisting of 12 different business units like "Bioderma, Avene, Uriage, Isis, Foltene, Ducray, Ecrinal, ACM, Nuxe and Others.

December 2010 - March 2013

Eli Lilly

Kingdom Saudi Arabia

Field Sales Training Manager

June 2007 - December 2010

Eli Lilly

Kingdom Saudi Arabia

Senior Medical Representative

Leading west region Neuroscience products "Zyprexa and Prozac" to success in term of hitting numbers and market share. in different sectors of private, MOH and Institution. Engaging thought leaders' psychiatry heart and mind.

June 2006 - June 2007

Sanofi Aventis

Kingdom Saudi Arabia

Medical Representative.

Leading west region Diabetes products "Lantus and Amaryl" to success in term of hitting numbers and market share. in different sectors of private, MOH and Institution.

May 2005 - June 2006

Eli Lilly

Egypt- Cairo

Medical Representative / Neuroscience business unit.

October 2004 - May 2005

Baxter

Egypt- Cairo

Product Specialist / Oncology and Nephrology business unit

October 2003 - October 2004

Ali's Image Pharmacy

Egypt- Giza

Community pharmacist.

ACADEMIC ACHIEVEMENTS

Bachelor of Pharmaceutical Science

Zigzag University 2003

Egypt

MBA - Marketing Management

AASTMT 2015

Egypt

TRAINING COURSES

- Initial Development Program
- Conflict Resolution Management
- Targeted Selection (Recruitment)
- Insights & perfection of Selling Techniques
- Coaching For high performance.
- Situational Leadership II (Ken Blanchard Co,).
- Business Assertiveness.
- Emotional Intelligence.
- Developing Effective Brand Communication

REFERENCES

Many references are available upon your kind self-request and here below two of them:

- 1- Piaggese Andrea
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- 2- Mule Alessia
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