



MAY HESHAM MAHMOUD BEDDA

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KEY SKILLS

- Regional Marketing strategy
- Digital Marketing and Brand Management
- Cross-functional Collaboration
- Marketing campaign coordination
- Market Research and Analysis
- Data Analytics
- Content Creation and Presentation
- Project Management

LANGUAGES

- Arabic – Native
- English – Fluent
- French – Intermediate

EDUCATION

Liverpool John Moore's University- MBA (enrolled/In Progress)

Jan 2024 - 2025

Cairo University- Clinical Pharmacy- Bachelor's Degree

2012 - 2017

PSBS- High School British IGCSE

2009 - 2011

PROFESSIONAL EXPERIENCE

Oncology Brand Manager, Amgen

Jan 2022–May 2023

- Oversaw the development and execution of defined brand strategies through marketing plan for **Xgeva**, resulting in a **30% increase** in patient share (85% PS) within less than 2 years.
- Led cross-functional teams to secure successful execution of products (**Xgeva, Kanjinti and Neulastim**), overseeing all aspects of the product.
- Managed marketing budgets for 3 Brands and ensured compliance with SOPs and regulatory requirements.
- Coordinated digital campaigns, creating marketing reports and presentations.
- **Increased Patient SOT** (stay on therapy) from an average of 2 Months to 6 months per patient through a dedicated full campaign.
- Managed **AmDetect** and **Ivory** Patient support programs and Ivory Commercial Program.
- Conducted **market analysis, competitor analysis, and customer insights** to inform marketing campaigns and product positioning as the **safest most effective bone metastasis targeted therapy**.
- Orchestrated and executed high-impact promotional activities and events, including hosting cycle meetings and delivering captivating opening remarks that engaged 100+ attendees.
- Collaborated with agencies to create innovative marketing materials, ensuring alignment with brand guidelines.
- Worked with Veeva and Promomats throughout the role.

Sr. Hematology Product Specialist, Amgen

Dec 2018–Dec 2021

- Achieved consistent quarterly and annual sales targets, consistently ranking within the top of the sales team.
- Built and maintained strong relationships with healthcare professionals, effectively communicating the benefits of pharmaceutical products.
- Conducted product presentations and training sessions for healthcare providers, enhancing their understanding of product features and benefits.
- Kept up-to-date with industry trends and product knowledge.

Territory Manager, Johnson & Johnson Medical Devices (Sales)

2018–2018

- Crafted persuasive content for the **Ethicon** product line, effectively communicating product features, benefits, and value to HCPs in CNS/ Gyna/ Onco/ GPs.

- Demonstrated a strong ability to communicate complex medical information in a clear manner.

English Instructor, SPEAK UP

2017–2018

- Developed and delivered customized English language training programs, tailoring the curriculum to meet the specific needs of corporate clients.
- Utilized effective teaching methodologies and materials to facilitate language learning and encourage active participation.

Science Instructor, ArtyScience Farm

2015–2018

- Led engaging and educational programs that allowed children to explore and learn about various scientific concepts in a real farm setting.
- Designed and facilitated hands-on activities to promote scientific curiosity and understanding.

LEADERSHIP AND ACHIEVEMENTS

- Achieved the **Chairman's Circle Award** in **2020**, acknowledging outstanding performance and contribution across MEA.
- Recognized as the **Top Sales Performer** in **2020**, demonstrating a consistent ability to drive sales targets.
- Hosted and presented at **regional cycle meetings**, effectively engaging attendees.
- Served as the **Interactive Voice Response (IVR)** for Amgen MEA and Amgen Egypt Offices.
- Received **8 awards** through Amgen awarding system: **4** for being a **teamwork expert**, **2** for **creating value for patients and stakeholders**, **1** for **ensuring quality** in everything I do and lastly, **1** for **competing intensely and winning**.

PROJECT INVOLVEMENT

- Part of the **Mega Event Task Force in 2021**, contributing to successful event planning and execution.
- Participated in the **Safety Project Task Force**, where I played a role in enhancing safety protocols.
- Member of the **Summit Task Force in 2019**, responsible for all logistics of the event; contributing to the success of the event.

CERTIFICATIONS

Google Data Analytics Certification (In Progress)

Search Engine Optimization Fundamentals – LinkedIn Learning

INTERNSHIPS

- Quality Assurance **Sanofi** (2017)
- Sales & Medical Representative **Janssen** GIT & Gynaecology (2016)
- Clinical Pharmacist at **Nasser Institute** (2016)
- Sales & Medical Representative **La Roche Posay** (2015)
- Sales & Medical Representative **Abott Nutrition** (2015)
- Regulatory Affairs **Pfizer** (2015)
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- Sales & Medical Representative **Sanofi Cardiology** (2014)

REFERENCES

Available upon request.