

# DR. MUHAMMAD SHIRAZ

Marketing Expert-International Markets |  
Business Development & Operations Expert |  
P&L Management | Pharma & Nutra.



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## Profile:

A dynamic result driven International Business Professional with 14 Years of exponential experience in Pharmaceutical sector. Manager in an International Business division led the companies towards the success path of Global Business through strong business acumen with strategical direction from Product/Market selections, Registrations and commercialization.

I am a seasoned professional with hands on experience of international Business of East, West & SADC Markets of Africa, Fast East Asia and their regulatory requirements. I excel in developing and implementing strategic plans to drive the export of pharmaceutical products to global markets

## Employment History:

### Business Unit Manager- IB-Africa

**Scilife Pharma** 📅 12/2021 – Present 📍 Karachi, PK

- Heading a Business Unit of AFRICA of Scilife Pharmaceutical and Work closely with the Leadership team in a high visibility & high impact role.
- Managing Scilife Portfolio of 1 Billion PKR only in Francophone countries with 60 % YOY growth-2023

### Business Manager- IB-East Africa

**Hilton Pharma** 📅 08/2019 – 12/21 📍 Karachi, PK

- Successful launch of Complete Hinucon group (Nutraceuticals product portfolio) in Uganda Market.
- Successfully Revamp Hilton Pharma portfolio in Kenya & Uganda Market.

### PM-21PM-BM- IB Srilanka

**Genix Pharma** 📅 03/2014 - 08/2019 📍 Karachi, PK

- Head Genix Srilanka business from 2M to 20M in 5 Years.
- Managing portfolio of over **300 Million LKR** in Srilanka.
- Business mode, product Selection, Launch Plan & Sales Forecast

## Medical Information Executive:

**Merck Serono** 📅 09/2011 - 03/2014 📍 Karachi, PK

- Great success established SANGOBION as No 1 in Hematinic in 2013 March (IMS QTR-I 2013).
- Proven track record of achieving sales objective for continuous 2.5 years.

## Product Specialist:

**IBSA Pharma** 📅 01/2010 - 08/2011 📍 Karachi, PK

- Responsible for Gynea & infertility Segment for Karachi, covers IVF centers.
- Successfully launched **Fostimon & Merional** in Gynea & Infertility market.
- Conduct Trainings, Ward Presentation and Group Meetings with KOL's.

## Skill Sets:

- Decision Making
- Data Analytics
- Problem solving
- Research & Strategy
- Integrated Campaigns
- Collaborative team player

## Campaigns Acknowledgment:

- It is Time to Act! Pts Warehousing in Hepatitis B Management.
- Exploring Diabetes FWA- Hands On Exp Program
- Vitamin-D Campaign in Srilanka for all Specialties.
- Successfully Conduct Clinical Assessment on No 1 Hematinic "SANGOBION".

## Key impact & Achievements:

### Francophone Achievement:

Successfully expanded the company's export market by 50% in the past years, securing valuable contracts with key international clients in emerging markets.

### International Market Expertise:

Comprehensive understanding of various international markets and their specific regulations and requirements related to pharmaceutical exports. This knowledge enables me to navigate complex trade barriers and compliance issues effectively.

### New Business Opportunities:

Developed and executed a comprehensive market entry strategy for a new product line, resulting in a 35% increase in export revenue within six months

## Strength:

**Positive Attitude & Team Building** with Positive mindset, hope, optimism, courage, and kindness is key to build a successful team that lead towards success path.

**Emotionally Resilient** Always the cultural anchor of the team. As a leader, very little gets me rattled. Which rubs off on those around me.

**Blend of Strategy & Delivery** unique abilities to use both my brain with equal strength- Ideation and Execution.

## Academic:

**MBA- Marketing.**  
**Pharm-D**

## Languages:

English Urdu Arabic & French

## Interests:

Reading, Badminton, Swimming,

Cricket, Exercise, Football