



Hadeel Ismail

Marketing and Sales Lead

Senior Marketing Business partner

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Therapy Area: Diabetes, Cardiovascular, Thrombolytic OTC, Generics, Aesthetic, Respiratory Derma, Specialty products, Vaccines, Diagnostics, Injectables

Profile Summary

Marketing and Sales Lead with more than **13 years** of experience in the **pharmaceutical industry**, specializing in **primary care** and **specialty products**. Proven success in developing and executing strategic **marketing campaigns**, driving **brand equity**, and analyzing **market share growth**. A collaborative and results-oriented leader who thrives on tackling new challenges. Skilled at building strong relationships with both **internal** and **external stakeholders**.

Areas of Expertise

- Strategic Marketing Planning
- Brand Development and Positioning
- Competitive Analysis
- Product Launches
- Cross-Functional Collaboration
- Stakeholder Engagement
- Problem solver
- Market Research and Analysis
- Digital Marketing
- Self-Motivated
- Result Oriented
- Process Flows
- Campaign Management Employee Experience
- Budgeting and Resource Allocation
- Influence leading without authority

Key Accomplishments

- Digital Marketing Excellence:** Implemented successful campaigns with **above 90% CTOR** using FUEs and Adobe.
- MEA Recognition:** Awarded the prestigious **"Shining Star"** in the MEA program.
- Jardiance® Launch Success:** Achieved market share above benchmarks in SSA during the first year.
- Pradaxa® Revitalization:** Developed a strategic plan to enhance Pradaxa®'s lifecycle management.
- Respiwoman Award:** Recognized for achieving the highest market share for Spiriva® Respiamat within the GCC.

Career Experience

Al Hayat Pharmaceuticals, Dubai, UAE

Marketing and Sales Lead UAE

Feb 2022 – Current

- UAE Market Penetration and Growth:** Successfully expanded market presence for all **SKUs**, exceeding P&L targets.
- Sales Team Leadership:** Managed teams across **Acute, Chronic, and OTC** product lines.
- Team Development and Performance:** Directed and evaluated teamwork for optimal results.
- Supply Chain and Customer Relations:** Proactively ensured product availability and maintained customer relationships.
- Strategic Planning and Brand Development:** Created innovative marketing and sales strategies.
- Financial Management:** Efficiently managed budgets and monitored supply chain activities.
- Market Analysis and Opportunity Identification:** Identified trends and explored new opportunities
- Developed innovative marketing and sales strategies.**
- Brand Marketing and Sales Planning:** Developed brand marketing and sales plans for a **65 Million AED** pharmaceutical portfolio. Cultivated strong client relationships.

Career Experience

Glow Care MEA / Magenta MEA Dubai, UAE

Marketing Manager MEA, Aesthetic / COVID-19 360 solutions

April 2020 – Dec 2021

Glow Care MEA

- **Aesthetics Portfolio Strategy:** Developed marketing strategy for the Aesthetics portfolio in the Middle East.
- **Brand Advocacy:** Created brand advocates and champions post-launch through advisory boards, train-the-trainer, and speaker tour projects.
- **Profit Margin Achievement:** Evaluated ROI and profit and loss projections.
- **Product Specialists Team:** Built a team equipped with targeted marketing messages and tactics.

Magenta MEA

- **COVID-19 Vaccine Introduction:** Successfully introduced **Moderna** and **AstraZeneca** COVID-19 vaccines to the UAE market.
- **360-Degree COVID-19 Detection Methods:** Pioneered PCR, antibody (AB), genetic, and antigen tests.
- **Vaccination Center Operations:** Managed nationwide vaccination centers.
- **Field Hospitals Audit:** Conducted audits for Sheikh Mohammed Bin Zayed Al Nahyan Field Hospitals.
- **Strategic Marketing Development:** Evaluated and developed marketing strategy and plans.
- **Brand Building and Website Creation:** Established company profile and website from scratch.

Boehringer Ingelheim MEA, Dubai, UAE

Brand Manager MEA, SSA

Mar 2020 – Spt 2018

- **Diabetes Portfolio Strategy:** Developed marketing strategy for diabetes portfolio in SSA.
- **Jardiance® Launch Success:** Achieved 17% market share for Jardiance® in its first year after launch.
- **Brand Identity Creation:** Introduced SSA brand identity internally and externally.
- **Profit Margin Achievement:** Evaluated ROI and profit and loss projections.
- **Patient Awareness Campaigns:** Launched campaigns in respiratory, diabetes, and stroke management.
- **Digital Marketing Innovation:** Created effective digital campaigns and optimized field force capacity.
- **Spiriva Respimat Success:** Achieved best launch in GCC with 45% market share.
- **Problem-Solving and Creativity:** Recognized with Shining Star award for agility and creativity.

Boehringer Ingelheim MEA, UAE

Senior Medical Representative

Feb 2014 – Spt 2018

- Achieving sales targets by delivering real value to our customers through differentiated products

Julphar Diabetes, UAE

Product Specialist

Feb 2013 – Spt 2014

- Achieving sales targets by delivering real value to our customers through differentiated products

MPC, UAE

Medical Representative

Feb 2011 – Spt 2014

- Achieving sales targets by delivering real value to our customers through differentiated products

Education / Qualifications

Education: Bachelor of Pharmaceutical science | Ain Shams University Cairo – Egypt

Languages

Arabic – Mother tongue | English – Fluent | French – Beginner

