



# Ahmed Nawar

## Sales & Marketing Specialist

Highly motivated and results-oriented professional. Proven ability to generate new leads, build relationships with key decision-makers, and close deals. Expertise in developing and executing effective marketing campaigns. Passionate about promoting innovative healthcare solutions to improve patient care.

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## WORK EXPERIENCE

### Marketing Manager

#### Rubikans for Integrated Solutions

08/2022 - 11/2023

*Rubikans provides integrated solutions for the healthcare ecosystem members*

*Achievements/Tasks*

- Developed and executed marketing plans.
- Conducted market research.
- Managed the company's brand identity.
- Conducting B2B marketing campaigns.

Egypt

### Sales & Marketing Specialist

#### LIPTIS Egypt for Pharmaceuticals and Medical Products

07/2019 - 08/2022

*Achievements/Tasks*

- Launching Vaxato 2.5 mg (Oral Anticoagulant).
- Managing a list of **120** Doctors including KOLs in different specialties; **Cardiology, Vascular, Orthopedic, Pulmonology, and Neurology.**
- Achieving sales targets according to priorities.
- Drive growth in my territory.

Egypt

### Sales & Marketing Specialist

#### Otsuka Pharmaceutical Co., Ltd.

08/2018 - 07/2019

*Achievements/Tasks*

- Managing a list of **80** doctors including KOLs mainly **Cardiology, Vascular, and Gastroenterology.**
- Achieved my total annual sales target in just 6 months.
- Supported colleagues in achieving their sales targets.

Egypt

### Medical Sales Representative

#### Laboratoire Dermatologique ACM

07/2017 - 08/2018

*Achievements/Tasks*

- Managing a list of **80** doctors including KOLs in **Dermatology** and **Plastic Surgeons** in the Aesthetic field.
- Achieved the position of the top-selling dermo-cosmetic brand in my area.

Egypt

## EDUCATION

### Bachelor's degree of Pharmacy

#### Al Ahram Canadian University

09/2009 - 09/2014

Good

## SKILLS

Strategic Thinking

Analytical Skills

Goal - oriented for achieving results

Agile Mindset

Self-Development

## COURSES

Pharmaceutical Marketing from Growthpro

Business Development Essentials from almentor

Performance Marketing from EYouth

Strategic Marketing from Arab Academy for Science and Technology

B2B Sales Strategy from LinkedIn

eHealth: More than a digital record from Sydney University

Foundations of Digital Marketing and E-Commerce from Google

Master Persuasion Psychology from Udemy

## ACHIEVEMENTS

Marketing assignment at liptis pharmaceutical, 2021

*Assigned to marketing and scientific events.*

Brand team project at Otsuka Egypt, 2018

*Responsible for campaigns, designing brochures, attending scientific meetings.*

Patient loyalty program, 2018

*An aiding program to help patients to continue on medication to reduce therapy failure.*

Events magement

Penetrating new bricks in delta, 2017