

WAQAR AHMAD BHUTTA

Marketing & Sales | Pharmaceutical & Healthcare Industry

Lahore, Pakistan

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EXECUTIVE PROFILE

Results-driven senior pharmaceutical marketing and sales leader with **30+ years of progressive experience** building profitable brands, leading large field forces, and driving sustainable revenue growth across multiple therapeutic segments. Proven expertise in **strategic planning, portfolio management, new product launches, and people leadership**. Recognized for delivering consistent sales growth, pioneering innovative campaigns, and aligning cross-functional teams with organizational objectives.

CORE LEADERSHIP STRENGTHS

- Strategic & Commercial Leadership
- Brand & Portfolio Management
- Sales Force Effectiveness
- New Product Launch Excellence
- P&L Ownership & Budget Control
- Stakeholder & KOL Engagement
- Talent Development & Team Building

CAREER HIGHLIGHTS

- Led and managed **nationwide sales teams of 100–150+ medical representatives** with multi-layered management structures.
- Successfully **launched and scaled multiple blockbuster brands** across Gynecology, Pulmonology, Orthopedics, Gastroenterology, Neuro, and Endocrine segments.
- Consistently **achieved and exceeded sales and profitability targets** across organizations.
- Initiated and completed a WHO-collaborated **bioavailability study** for Anti-TB drugs (South Africa).
- Recipient of **multiple performance and excellence awards** from multinational and local pharmaceutical companies.

PROFESSIONAL EXPERIENCE

Reliance Biotech Pharma — *GM Marketing & Sales*

Sep 2021 – Present | Lahore

- Lead strategic marketing and sales operations for Gynecology, Neuro, Endocrine, Ortho, and Rheumatology.
- Oversee national sales operations and marketing execution for nutraceuticals and multivitamin portfolios.
- Drive portfolio growth through strategic planning, brand positioning, and commercial excellence.
- Ensure 100% achievement of revenue, market share, and profitability objectives.

Schazoo Zaka (Pvt.) Ltd. — *Marketing Manager*

Feb 2019 – Aug 2021 | Lahore

- Headed marketing strategy for Pulmonology and ENT segments.
 - Led **4 Sales Managers, 20 Regional Sales Managers, and 100 Medical Representatives**.
 - Developed short-, medium-, and long-term marketing and financial plans.
 - Strengthened distribution coordination to ensure nationwide product availability.
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AGP Pharma (Pvt.) Ltd. — Business Unit Head

Aug 2016 – Dec 2018 | Karachi

- Managed Gynecology and Gastroenterology portfolio, including iron therapies and antispasmodics.
 - Led **4 Zonal Managers, 22 Regional Managers, and 120 Medical Representatives**.
 - Drove sustained growth through focused brand strategies and sales force optimization.
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Getz Pharma (Pvt.) Ltd. | Karachi

Business Manager (2014 – 2016)

Group Product Manager (2010 – 2013)

Product Manager (2007 – 2009)

- Managed high-performing portfolios in Antibiotics, Anti-rheumatics, and Anti-gout therapies.
 - Played a pivotal role in **launching Febuxostat, Etoricoxib, Cyclobenzaprine SR**, and other key brands.
 - Led up to **150 Medical Representatives** with a strong focus on training and performance management.
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Earlier Career

- **Business Unit Manager** – Schazoo Zaka (2001 – 2007)
 - **Business Development Manager** – Pacific Pharmaceuticals (1999 – 2001)
 - **Assistant Product Manager** – Standpharm (1996 – 1999)
 - **Sales Promotion Officer** – Brookes, Bayer, E. Merck (1990 – 1996)
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EDUCATION

- **MS Business Administration** – University of Central Punjab, Lahore
Thesis: Impact of Brand Aesthetics & Promotion on Medication Adherence
 - **MBA (Marketing)** – Preston University, Pakistan
 - **PG Diploma in Business Administration** – Punjab University
 - **BSc (Pre-Medical)** – Punjab University
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PROFESSIONAL DEVELOPMENT & CERTIFICATIONS

- Marketing Excellence Program – LUMS
 - Effective Marketing Strategy – LUMS
 - Digital Innovation in Pharmaceutical Marketing
 - New Product Launch Excellence
 - Advanced Business English – British Council
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INTERNATIONAL CONFERENCES ATTENDED

- **International exposure** through **FIGO, EFORT, AAOS, EULAR, ERS** and other global conferences
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PERSONAL DETAILS

- Nationality: Pakistani
- Date of Birth: 20 July 1967
- Marital Status: Married | Three Children

References available upon request