

Omar K. Rayyan



☎ +962 776666300

✉ omarrayyan@yahoo.com

🏠 Amman, Jordan

Results-oriented, resilient Sales Manager with extensive experience over 20-plus years in leading pharmaceutical sales and marketing in Saudi Arabia and Jordan. This includes expertise in strategy formulation and implementation for sales, mentoring of sales teams, and the analysis of market trends. Ensures very strong communication and organizational skills to maintain collaboration among customer-facing departments, hence ensuring smooth sales funnel management. Assured record of project implementation and team development across multinational companies, private, and nonprofit sectors.

Education

- BSC in Clinical Pharmacy
AL Mousel University, Iraq

1997 - 2002

Experience

- Sales Manager
Suleiman Tannous Company

Feb 2020 - Present

- Leading Zinnat Medical Team.
- King Hussien Cancer Center account management (GSK & Aspen Line).
- Leading medical team for Dental line covering Dentist and GPs.
- Tender business in semi-government sectors (Medical supply and pharma).
- Business development in the NGO sectors with all Tannous Portfolio.

- Head of Pharmacy Services Department
Caritas Jordan

August 2017 - Feb 2020

- Responsible on implementing UNHCR project for primary care with focus on medication services, through initiating the setup of pharmacies, recruiting pharmacists, and medical supply reporting to the Project manager.
- Pharmacists training.
- Focal person with UNHCR and Caritas.
- Responsible on the approval of special medication.
- Field visits to different centers of Caritas.
- Communication and reporting with Caritas and UNHCR.

- Country Sales Manager - Jordan Market

Jan 2017 - Aug 2017

MMDS: Regional distributor of Arko Pharma, Bioplax and TRIMB pharma at MENA region

- Overall sales department management (Medical and Commercial teams).
- Launching of new Arkopharma product (Supraflor) in Jordan.
- Medical and sales team Training and development.
- Budgeting and forecasting.
- Networking and customer relation management.

**National commercial sales manager Servier
Suleiman Tannous (STS) Company, GSK, Aspen agent Jordan market.**

July 2016 - Jan 2017

Responsible on GSK, Aspen products sales and distribution

- Leading commercial sales team
- Responsible on consumer line of Stifle company
- Sales and promotion of Gengigel line product
- Over all business development and market expansion of STS portfolio

**Regional Sale Manager
Servier - Riyadh, KSA**

Dec 2014 - Nov 2015

- The Institution sector sales management of SERVIER business.
- The general regional coordination for Central region teams in all sectors.
- 23% over budget with 1.5 Million Euro uplift versus last year.
- Double-digit growth in National guard sales.
- Securing MODA tender 48 with 25% growth in awarded quantities.
- Securing Diamicron MR. and Natrilix SR from replacement by generics in NG tender.
- Development the Institutional team resulting in promotion of Key account specialist and three expert group members.

Regional Manager

2013 - 2014

The Institution (GOV) sector for the Western and Southern Region

- Leading two teams with 12 medical Reps.
- Responsible for a budget of 9 million EUROS.
- Two regions with 400 Drs.
- 12 major institutional hospitals distributed around the regions.

District Manager

2011 - 2013

Servier KSA - Institution Sector Western Region

- Responsible for a complete team of 6 Med.Rep.
- reporting directly to National sales Manager.
- 30% growth in tender quantities.
- 25% growth in sales versus last year.
- Listing and addition of new product to the hospital formulary.
- Promotion of three members of my team to be key account managers.

District Manager

2008 - 2011

Servier KSA - Southern Region

- Leading the growth of the regional sales by 100% and uplift 2 million € mainly in the governmental sector with total turnover of 4 million€.
- Solving and surpassing all the barriers and conflicts with the customers in the private sector.
- Team structure reformulation and expansion.
- Maintaining a high level of motivation for the team in spite of the difficult environment of the region.
- Managing the listing logistics of Coveram in Khamis Military Hospital.
- Taking the leadership in all marketing projects in addition to the AV and big events in the region.
- Developing an extensive base for public relation with the top key opinion leaders and decision-makers.
- Mapping the road for the MOH new listed products.

○ Sales Coordinator Servier KSA - Southern Region	2007 - 2008
○ Medical Rep Servier KSA	2003 - 2006
○ Medical Rep RAM Pharma- Amman, Jordan	2002 - 2003

Training Courses

- Certified professional trainer
- Project management course (45 Hrs) Talal abu Ghazala Amman 12/2017)
- Humanitarian works training 11/2017
- Code of Ethics and ABAC (GSK Training Dep 11/2016)
- Training of the Trainer 2016 BDC/Jordan
- Coaching and Leadership (Rome,2014)
- Regional sales analysis (Paris,2013)
- Recruitment and Interviews skills (Beirut,2012)
- Dealing with conflicts (Jeddah.2011)
- IMS training (Jeddah)
- Targeting and selection (Jeddah)
- Leadership skills (Dubai,2010)
- Regional management basic skill (Jeddah)
- Human resources planning (NCC) MBA program
- International marketing Strategy (NCC) MBA program
- Selling skills modules 1,2and 3 (Jeddah)
- Emotional intelligence (Malaysia)
- Presentation skills (Jeddah)

Skills

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| • Sales Strategy Implementation | • Team Development |
| • Outstanding Communication Skills | • Coaching and Mentoring Sales Teams |
| • Networking and customer focus | • Medical environment understanding |
| • Sales Leadership | • Medical environment enhancement |
| • Performance analysis and appraisal | • Analytical Aptitude |
| • Effective professional communication | • Commercial and distribution business |

Languages

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| • Arabic | • English |
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