

## Cover Letter - Islam Helmy CV

**About:** I am a management professional with 24 plus years of experience in the pharmaceutical drug industry and distribution of pharmaceutical products companies across the Saudi Arabia and Egypt markets, possessing focused exposure to crucial functional areas i.e. sales, marketing and commercial, business development and new market entry, also, I led supportive functions of regulatory, logistics, Finance and Human Resource.

**My years spent in:** Boehringer Ingelheim, Dar Al dawa , and AMC companies across many of the Saudi Arabia and Egypt markets along with many sales, marketing and management related training courses working closely and independently with senior management team have allowed me to achieve a sense of self-development, analytical thinking and leadership skills.

**For almost ten years,** I was responsible for promoting ethical-based products in infection, gastrointestinal, cardiovascular and NSAID therapy areas.

**For another four years,** I was responsible for promoting ethical – based products in Food Supplement.

**For another last nine years,** I was responsible for distribution of pharmaceutical for Scientific offices and promoting ethical – based products in respiratory, gastrointestinal, cardiovascular, Food Supplement and Medicated Cosmetics therapy areas as a Commercial Manager supported with more than 220 employees in 5 different functions, **During those years, I was:**

- Extensive experience as commercial manager and national sales Manager with a demonstrated proven twenty-four years of successful results in sales in pharmaceutical Industry in Saudi Arabia and Egypt ,and achievement of tangible and intangible organizational objectives.
- Efficient restructuring of commercial organization to augment ROI and improve visibility and exposure.
- Led an organization with diversified nationalities which empower my ability to understand, deal and manage different mindsets and cultures.
- Negotiated contractual agreements with local distributors to conclude commercial added value and expand markets access.

**I have served in** local, regional, and multinational pharmaceutical drug companies across the Saudi Arabia and Egypt markets handling different rules and responsibilities and working closely with senior management team through different operating models.

**My Job: According to my experience, boils down to two jobs:**

- 1-Commercial Manager.
- 2-National Sales Manager.

**Best Regards**

Islam Helmy Mohamed

Islam\_nh50@yahoo.com  
+201003782361

**Name:** Islam Helmy Mohamed

**Job:** Commercial Manager-National Sales Manager

**Contact Mobile:** +201003782361

**Personal Email:** islam\_nh50@Yahoo.com



**My Objective:** Sales management, with extensive experience as commercial manager and national sales Manager with a demonstrated proven twenty-four years of successful results in sales in pharmaceutical Industry in Saudi Arabia, seeking a sales management or a top managerial position in a dynamic organization To apply accrued skills in contributing towards the achievement of tangible and intangible organizational Objectives.

**My Job:** According to my experience, boils down to two jobs in Saudi Arabia and Egypt :

- 1- Commercial Manager.
- 2- National Sales Manager.

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### **Current Position**

<b>Company</b>	Private Medical Company Egypt.
<b>Position</b>	Commercial Manager.
<b>Period</b>	Jan 2021 till Now.
<b>Managed area</b>	Egypt
<b>Companies</b>	Specialized in the marketing and distribution of pharmaceuticals, medical cosmetics, Medical equipment and medical supplies, Due to my extensive successful experience and my best relationship for more than Twenty-two years working in a big pharmaceutical company in Saudi Arabia responsible For top sales, marketing, registration system for sfda and business development, will lead To support pharmaceutical company to export to Arab countries especially Saudi Arabia, Build its brands, achieve market share and profit, enhance problem solving, improve Administrative efficiencies, enhance communication and to mitigate risks.

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### **Employment History:**

<b>Company</b>	ANNAHDAH Medical Company KSA .
<b>Position</b>	Commercial Manager KSA.
<b>Period</b>	Jan 2017 till Dec 2020.
<b>Managed area</b>	KSA
<b>Companies</b>	Chiesi– MUP-Hartington – SMB –Nippon-Borg Tilman – Vita Vigor – Salanova – Herba Pierre Fabre –Difacooper-Spirig –Venture Life – IDC-MEDA in 2017 only
<b>Team</b>	200 employees (Regulatory Manager , 2 Business development manager , Marketing Manager ,5 Business Unit Managers ,Sales Manager KSA Private sector , Sales Manager KSA Gov sector).

### **Accomplishments**

- Complete regulatory and Governmental team.
- Achieve KPI for Commercial by 97%.
- Sales achievement KSA 2017 over 2016 by 4%.
- Sales achievement KSA 2018 over 2017 by 3%.
- Sales achievement KSA 2019 over 2018 by 5%.

**Company** ANNAHDAH Medical Company KSA.  
**Position** National Sales Manager KSA and Director for Branch Sales Managers KSA.  
**Period** July 2014 till Dec 2016.  
**Managed area** KSA (Jeddah,Riyadh , Damman , Abha).  
**Companies** Chiesi– Hartington – SMB –Nippon  
Tilman – Vita Vigor – Salanova – Herba -Unifarm  
Pierre Fabre –Difacooper-Spirig –Venture Life – IDC.  
**Team** 120 employees (5 Business Unit Managers KSA , 4 Branch Sales Managers ,  
8 District Managers , 2 Sales Managers and 10 Supervisors).

**Accomplishments**

- Complete team ,Regular training, KPI and Succession Planning .
  - Sales achievement KSA 2015 over 2014 by 58 M SR .
  - Sales achievement KSA 2015 +38% growth over 2014.
  - Sales achievement KSA 2015 +1% growth over Target.
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**Company** ANNAHDAH Medical Company KSA.  
**Position** Central Area Branch Manager and Hiring Responsibility for KSA.  
**Period** July 2010 till June 2014 .  
**Managed area** Central area (Riyadh , Qasim , Hail , Kharg , Qurayyat).  
**Team** 70 employees (4 of them Supervisors ,District Manager and Sales Manager)

**Accomplishments**

- Creation of job description for employees which approved by CEO.
  - Complete team ,Regular training, Succession Planning , Employee Performance.
  - Built the Team spirit .
  - Sales achievement Central Area 2010 +25% growth over 2009.
  - Sales achievement Central Area 2011 +30% growth over 2010.
  - Sales achievement Central Area 2012 +46% growth over 2011.
  - Sales achievement Central Area 2013 +30% growth over 2012.  
( Sales history from 2005 to 2009 was steady).
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**Company** ANNAHDAH Medical Company KSA.  
**Position** Sales and Marketing Manager Tilman and Vita Vigor companies KSA.  
**Period** July 2009 till June 2010.  
**Managed area** KSA (Riyadh,Jeddah,Dammam and Abha).  
**Team** 15 employees ( 11 MR ,2 Supervisors ,District Manager and Product Manager).

**Accomplishments**

- Build and motivate a high-performance organization, result driven staffing function in a highly Competitive environment.
  - Established the company from scratch in the assigned area which included launching of 20 Products and building an organization of 11 medical representatives ,2 supervisors, 1 District Manager, and Product Manager.
  - Market research, setting sales and marketing strategies and plans, budgeting, organizing, leading & Implementation, training & coaching, follow up key customers and main stakeholders, Controlling the whole process and conducting contingency plans to match KPIs and objectives.
  - Achieve Target 99 %.
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**Company** Dar Al Dawa Pharmaceutical Company  
**Position** Area Manager.  
**Period** From January 2007 till June 2009.  
**Managed area** Riyadh and Dammam  
**Team** 18 employees (16 MR -3 lines- and 2 Supervisors)

**Accomplishments**

- Sales achievement Central Area 2007 +20% than 2006 and 101% from Target.
- Increasing central area contribution to be 32% from total KSA in 2007.
- Increasing central area contribution to be 41% from total KSA in 2008.
- Mission of establishing the new products of Dar Al Dawa Co and launching its products in the Whole Central area. Build organization, follow up key clients, coordinate with our team, follow Up with the agent, reporting and discussing plans with the management.
- Awarded as best manager in 2007.
- Team development,10 from my team members as promoted as managerial position,e.g. Supervisor in Dar Al Dawa in Riyadh, District Manager in Dar Al Dawa in Oman, District Manager in Dar Al Dawa in western area, Supervisor in Jordan co in Jordan,3 Supervisors in AMC co, District Manager in Saudi co,Sales Manager for Tilman and Vita Vigor companies for KSA,and Product Manager in AMC co.

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**Company** Dar Al Dawa Pharmaceutical Company  
**Position** District Manager.  
**Period** From January 2004 till December 2006.  
**Managed area** Riyadh  
**Team** 10 employees ( 8 MR -3 lines-and 2 of them Supervisors)

**Accomplishments**

- Sales achievement Central Area 2004 +9% than 2003 and 97% from Target .
- Sales achievement Central Area 2005 +15% than 2004 and 97% from Target.
- Sales achievement Central Area 2006 +21% than 2005 and 96% from Target.

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**Company** Dar Al Dawa Pharmaceutical Company.  
**Position** Supervisor.  
**Period** From January 2002 till December 2003.  
**Managed area** Riyadh.  
**Team** 8 MR two lines.

**Accomplishments**

- Sales achievement Central Area 2002 +28% than 2001 and 93% from Target, Although I Responsible for supervision Central area and area as medical rep in2002.
- Sales achievement Central Area 2003 +18% than 2002 and 95% from Target .

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**Company** Dar Al Dawa Pharmaceutical Company.  
**Position** MR.  
**Location** Riyadh.  
**Period** From July 1999 till December 2001.

**Accomplishments**

- Achieve Target 98 % in 2000 and 103 % in 2001and best achiever for Dar Al Dawa co in 2000 and 2001.

**Company** Boehringer Ingelheim Company.  
**Position** MR.  
**Location** Egypt.  
**Period** From May 1998 till June 1999.

**Accomplishments**

- Mission of establishing the new product of Boehringer Ingelheim Co and launching Mobic in The whole El Minia upper Egypt and work also Ginsana and Actilyse.
  - Achieve target unit Mobic and Ginsana for 1st semester 1999.
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**Qualification:**

**- BSc. of Pharmaceutical Industry 1997.**

Faculty of Pharmacy, Assuit University-Egypt (10/1992 To 5/1997) .

**- Diploma in Human Resource Management.**

Oxford University-Saudia Arabia (4/2009 To 06/2009) .

**- Diploma in Human Resource Management.**

General Organization for Technical and Vocational Training-Saudia Arabia (9/2010 To 11/2010) .

**-MBA in Human Resource Management (Online).**

Panworld University-USA (1/2012 To 2/2014) .

**-MBA in Human Resource Management Equivalency from.**

ARAB ACCREDITATION COUNCIL -Saudia Arabia (3/2014 To 12/2015) .

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**Language Skills:**

Good Command of English (Written – Spoken – Reading).

Arabic as native Language.

**Computer Skills:**

Very good user for MS office, Word and PowerPoint.

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**Training Courses:** Dates as before

**Oxford University:**

- Diploma in Human Resource Management.

**Center for Intellectual Development of Training :**

- Diploma in HRM from General Organization for Technical and Vocational Training.

**Panworld University:**

- MBA in Human Resource Management (Online).

**ARAB ACCREDITATION COUNCIL:**

- Equivalency MBA in Human Resource Management.

### **Stereoscopic Vision company in Jordan:**

- Management Leadership & Motivation.
- Leadership Styles.
- Managerial Grid.
- Preparing Action Plan.
- Time Management.
- Professional Styles.
- Leadership Planning workshop.
- Coaching & Counselling.
- Core competencies
- The Art of Management
- International Selling Skills in Westen hotel Jeddah .

### **MERL company- Egypt**

- Negotiation & Communication Skills.
- Motivation.

### **Dar Al Dawa co-Saudia Arabia.**

- Basic Selling Skills in Riyadh.
- Management of Interviews and hiring, Structured Interview Process in Jeddah
- Philosophy of Success in Kingdom Bahrain .
- Coaching Procedure, report and follow up.

### **Boringer Ingelheim - Egypt .**

- Basic Selling Skills .
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### **Personal Information:**

**Date of Birth:** 23 May 1974.  
**Social Status:** Married.  
**Driving Licence:** Valid.  
**Nationality:** Egyptian.  
**Residency:** Egypt

### **References:**

- **Dr. Hasan Foudeh - CEO - MIDPHARMA - Amman Jordan-Tel +962 6 4794444**
- **Dr. Adnan Fraij -Al Sharqia Pharmacy Amman Jordan -Mobile +962 7 9555 4211**
- **Dr. Adel Salem- New Jersey - USA - Mobile +19734091374**
- **Dr. Anis Abu alhija- Amman Jordan - Mobile +962 7 9939 8540**