



## Ashraf Alsinglawi

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2000 – 2002 - MBA/NYIT (New York Institute of Technology/ Amman Campus)  
1994 – 1999 – B.Sc. Pharmacy/JUST (Jordan University of Science and Technology)12 March 1977

**OBJECTIVE:** To obtain a challenging position in a professional business environment, where I can apply my exceptional analytical, communication, and managerial skills

### SUMMARY OF WORK QUALIFICATIONS

- 1 Over 10 years experience in Sales, Marketing, and Business Development.
- 2 Adept at working with internal and external business structure.
- 3 Knowledge, training, and practical experience with computerized databases for tracking, ordering, receiving, and reporting of materials, supplies.
- 4 Ability to manage and prioritize multiple time-sensitive and competing projects in a fast-paced and dynamic environment.
- 5 Solid organizational and business skills.
- 6 Develop and motivate successful cross-functional teams to achieve both short- and long-term goals.
- 7 Solid organizational and project management skills.

### CAREER HIGHLIGHTS

- 3 Worked as part of cross-functional team responsible for pitching new business and expanding current business opportunities with existing clients.
- 4 Launched an employee incentive program which resulted in sales increase of over 150%.
- 5 Planned and executed over 20 consumer promotions and employee incentive programs which resulted in an increase in sales and revenue.
- 6 Achieved annual sales increases by over 175%

### PROFESSIONAL EXPERIENCE

#### **Arabian Capitals /Amman, Jordan 2009-Present Business Development Professional (FMCG)**

- 1 Develop, analyze, and maintain management reports, various documents, and schedules. Prepare daily status reports and updates on key supplies, materials, and other items as required.
- 2 Troubleshoot problems and provide resolution and/or recommend solutions to management. More than 6 challenges were resolved.



- 3 Identify resources needed and assign individual responsibilities.
- 4 Identify business development and "add-on" sales opportunities as they relate to a specific product.
- 5 Motivate team to work together in the most efficient manner. Sales forecasts were achieved each month by at least 10% increase.  
Prepare and implement marketing plans, campaigns and strategies. More than 20
- 6 successful campaigns were planned and executed.
- 7 Forecast and planned last 10 months' sales achievements.
- 8 Manage a team of 12 people both in office and field activities
- 9 Create a positive Consumer Value Impression on over 50 brands.
- 10 Manage all details related to the day-to-day business (i.e., volume forecasting, deductions, price changes, administrative issues)

#### **Pearl Drug Store / Jordan 2005-2009 Sales and Marketing Manager**

- 1 Developed, analyzed and maintained management reports, various documents, and schedules
- 2 Coordinated between transportation and warehousing to ensure timely and accurate delivery.
- 3 Prepared sales analysis, sales forecast and sales monitoring. Our annual sales growth was over 175%.
- 4 Prepared annual plans and cycle plans accompanied by more than 45 promotional and marketing programs.
- 5 Conducted market surveys and SWOT analysis for at least 9 launched products

#### **TABOUK, Sukhtian Group/Jordan 2003-2005 Ethical Line Supervisor**

- 1 Supervised a team of 5 medical representatives
- 2 Insured team tasks completion
- 3 Arranged marketing tools and sampling procedures
- 4 At least 10 promotional campaigns were successfully planned and executed.
- 5 Launched 5 only-prescribed products.

#### **SPIMACO, Jordan 1999-2003 Medical Representative**

- 1 Accomplished several tasks relates to sales and marketing
- 2 Participate effectively in launching 6 products.
- 3 Visited and covered almost all Jordan territories on regular basis.
- 4 Achieved forecasted target at least 7 times per year.

#### **SKILLS**

- 1 Computer course in windows 2007 & Microsoft Office 2007, Microsoft Word and Excel, Microsoft XP.



- 2 Basic Marketing Skills; Value Selling/SPIMACO
- 3 Advanced Marketing and Sales Techniques; /Sukhtian Group
- 4 Sales Force Effectiveness Training; Product Management work shop; Customer Service Management; Sales forecast and analysis/Pearl Drug Store
- 5 Building Relationships; Effective Business Communication; Management Skills /Arabian Capitals

#### **ASSOCIATIONS & ACTIVITIES**

- 1 Jordan Pharmaceutical Association (JPA)
- 2 Jordan Green Building Council (JGBC)
- 3 Global Initiative for the Leaders of Humanity
- 4 Jordan Freelancers Initiative

**Keywords:** Business Development, Sales Executive, Marketing, Promotion, Medical Sales, Territory Manager, Training, Sales Analysis, Sales Forecasting, Product Marketing, Product Road Mapping, Pricing Strategy, Sales Planning, Resources Management, Materials Management, Inventory Control, Inventory Analysis, Product Ordering, Medical Equipment, SMB, SME, Industrial Pharmacy,

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