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Top Skills

Healthcare Management
Change Management
Pharmaceutical Industry

Languages

Arabic (Native or Bilingual)
English (Professional Working)

Alaa Shehata

CEO at Pharma Egypt Company
Egypt

Summary

Persuasive and influential C-level leader fueling next-level operations up to \$250M in revenue with the ability to quickly win stakeholder trust. Recognized as a natural leadership coach with high EQ who consistently produces sustainable results.

HEALTH CARE DEVELOPMENT EXPERTISE:

- Delivering the best quality of patient care
- Creating a positive and productive culture
- Setting and following standards for operational excellence
- Hiring and retaining qualified staff
- Implementing clinical procedure and policy
- Safeguarding required compliance with stated regulations
- Developing a relationship with outside organizations, medical community and media
- Delivering strong financial performance

Experience

Pharma Egypt Company

CEO

April 2018 - Present

Cairo Governorate, Egypt

- Works with the Board to determine the company's mission, vision, short and long-term goals
- Specifies accountabilities, monitor and evaluate the whole company's performance
- Develops and implements standards, controls, systems and procedures with regular evaluation
- Assures a work environment that recruits and retains quality staff
- Recruits personnel, negotiates professional contracts, and assures that appropriate compensation structures are developed and maintained

- Oversees the fiscal activities of the company including budgeting, reporting and audit

Saudi Tadawi Healthcare Company

7 years 6 months

Director Of Procurement

January 2016 - December 2017 (2 years)

Saudi Arabia

Responsibilities:

- Development of organizational procurement strategy
- Creation and improvement of best-practice based processes
- Identification and realization of cost-saving and cost-reduction opportunities
- Management of procurement staff in sourcing, contracting, transactional purchasing and supplier management
- Creating a talent management process in coordination with HR to ensure that the right resources are in place
- Managing the skills and competency development of procurement staff including training development and knowledge management capabilities
- Leadership of cross-functional teaming across other business functions and initiatives
- Budget management for procurement
- Development of benchmarks and scorecards to be used for continuous improvement

Achievements:

- 37% saving in volume of purchase
- 60% reduction of inventory
- 50% improvement of back margin

Director Of Business Development

January 2014 - December 2015 (2 years)

Saudi Arabia

Responsibilities:

- Fashioning the Corporate Business
- Identifying new sales leads
- Pitching products and services
- Enhancing relationships with pioneer customers
- Expansion of corporate business model
- Introduction of new income channels

Achievements:

- 86% growth in Sales
- 88% reduction in overdue
- 60% reduction in stock holding
- Renewal of 9 corporate contracts
- 4 new contracts

Director of Retail

July 2010 - December 2013 (3 years 6 months)

Responsibilities:

- Run 400+ stores to meet company's targets and policies
- Manage the overall pharmacies P&L
- Manage the staff's incentive program to secure the highest compliance with desired outcomes
- Set the optimum hours of operations per outlet to ensure the store can compete effectively in the local market
- Design the optimum number of staff per shift with focus on customer service as target achievement
- Implement and enforce loss prevention measures at outlet level
- Develop the best-in-class SOP ensuring the highest compliance
- Instill a culture of continuous improvement and encourages internal feedback
- Manage annual budget for the function
- Create a strong customer service focus culture
- Review complaints pertaining to store operations and ensures that corrective actions are taken
- Articulate with human resources, marketing, logistics, information technology and finance

Achievements:

- 26% growth in average daily sales
- 38% reduction in stock holding
- 26% of manpower optimization
- 56% improvement in credit collection
- 74% reduction in stock shrinkage

Pfizer

15 years

Project Manager

December 2009 - June 2010 (7 months)

Project Manager is a key player and contributor to the overall success of the project. Focus on creating new opportunities for a specific therapeutic line while retaining, growing and building a strong relationship with the existing installed base of sales figures, customers, and selecting distributors and partners. This position has the primary responsibility of linking between sales and marketing in all related activities for a specific therapeutic line.

Responsibilities:

- Build and develop the Customer Relationship Program
- Provide effective sales decision support through market insight and thorough analysis of all market and customer reports / data
- Assist and participate in developing sales campaigns, seminars, symposia, and ensure successful execution
- Analyze the potentiality of KOLs in each area
- Prepare reports that help for penetrate new channels and opportunities
- Develop and execute marketing programs to achieve synergy stated revenue, profitability and market share objectives
- Analyze of major competitor strategies
- Participate in the management of budget allocated for each therapeutic line
- Maintaining an up-to-date knowledge of product trends through research and consultation with key industry bodies
- Participate with the marketing team in the development of a defined and effective product development plan
- Create and maintain a network of contacts within the market in order to develop opportunities
- Build trust to insure high level of customer satisfaction
- Develop and maintain links with relevant market bodies; attend, host and speak at appropriate market events
- Design, develop and deploy a comprehensive sales plan for the therapeutic line and identify real opportunities

Achievements:

- 55% growth in private oncology business
- 1.88 evolution index

Sales Manager

January 1998 - November 2009 (11 years 11 months)

Responsibilities:

- Develop sales functions, activities and implementing marketing plans within his area

- Achieve company's sales objectives for his area
- Guide and coach his sales team to improve their efficiency
- Plan for their training and development to acquire new skills
- Fully responsible for his area sales targets, planning and coaching subordinates

Achievements:

- 100% achievement of targets between the years 1998 and 2009
- 100% achievement of targeted product mixes
- Superstar of the company in 2001

Medical Representative

July 1995 - December 1997 (2 years 6 months)

Organizing appointments and meetings with community- and hospital-based healthcare staff

- Identifying and establishing new business
- Demonstrating and presenting products to healthcare staff
- Maintaining detailed records
- Attending and organizing trade exhibitions, conferences and meetings
- Reviewing sales performance
- Writing reports and other documents

Achievements:

- 120% achievement of sales targets
- Significant market share deviation

Alico Egypt for Aluminum

Andrologist

March 1993 - June 1995 (2 years 4 months)

Qena Governorate, Egypt

- Provide clinical care in erectile dysfunction, sexual medicine, and or men's health

Education

Baytown University

Doctor of Philosophy (Ph.D.), Hospital and Health Care Facilities
Administration/Management · (2013 - 2015)

Baytown University

Master of Business Administration (MBA), Business Administration,
Management and Operations · (2012 - 2013)

Faculty of Medicine, Minia University

Bachelor of Medicine, Bachelor of Surgery (BMBS), Medicine · (1986 - 1992)

Minia Military School

· (1983 - 1985)