

## **KhaledTalaatElkersh**

**Gender:** Male

**Nationality:** Egyptian-Canadian

**Date of Birth:** 6<sup>th</sup> November, 1978

**Marital status:** Married

**Military status:** Exempted

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### **Career Objective:**

- To be a distinctive Business Consultancy and Training Provider

### **Education:**

- IGCSE, 1996, Excellent.
- B.Sc., faculty of pharmaceutical sciences, Cairo University, May 2001, Good.

### **Post Graduate Academic and Non-academic Profile:**

#### **A) Post-graduate Academic studies:**

- 1) **"Master of Business Administration", *Marketing focus, with "Thesis Defense Date" at 1st April 2015, Maastricht University; Netherlands.***
- 2) **"Strategic Marketing" Diploma, Cambridge University (Year 2006)**  
**including:**
  - Learning, understanding and practicing the concepts of Strategic Marketing.
  - A project that involves designing a "Strategic-marketing" plan for the company where the audience is working.

**2) Sales and Marketing Certificate, American University of Cairo (A UC) (Year 2003-2005) including:**

- Principles of Marketing
- Market Research II
- Strategic-Marketing
- Selling-skills I,
- Selling-skills II,
- Business--Communication
- Advertisement
- Sales-promotion
- Consumer-Behavior,
- Market-Research I
- E-Marketing
- International-Marketing
- Sales-Management
- Negotiation-skills
- Business-Economics
- Strategic- customer service.
- Sales-forecasting
- Principles of Management

**B) Post Graduate Non-Academic Studies:**

**I) Personal Development Courses:**

**1)“Principles Of Leadership” Certificate, from "LumaCore" , presented by Stephen Cove, at the “Global Summer Leadership Conference”(Year 2005)**

**2)“Graduate Management Admission Test” (GMAT)Course ,Amid East,(2010)including *English and Mathematical practicing of:***

- Logical Thinking.
- Analytical Thinking.
- Rapid Thinking.

**3)“Electronic-Marketing’ Course including:**

- Knowledge about the different Social media
- How to use each type of the social media as a marketer
- The “Pros” and “Cons” of using every type of social media as a marketing tool
- Knowledge about the existing Electronic Search Engines
- Search Engine Optimization and its utilization in Marketing

**II) Work-Paid Development Courses:**

- 1) "Leadership Certificate", Brilliance Business School, Instructed by *Dr. Ashraf Farook, Ex-Marketing Manager Pfizer Company* (9th-12<sup>th</sup> December 2013).**
- 2) “Strategic Marketing Management Course”, instructed by *Dr. Baher ELHossary, Ex- Middle East Marketing Training Manager , Novartis*,(Year 2010)**

- 3) **“Emotional Intelligence”** day Instructed by *Dr. Baher ELHossary, Ex-Middle East Marketing Training Manager, Novartis*, (Year 2010).
- 4) **“Leadership Day”** at Dawaa Smart Group, by Dr. Helal Hassanein, (Year 2010)
- 5) **“Descision Making Day”**, at Dawaa Smart Group, By Dr. Helal Hassanein, (Year 2010)
- 6) **“Fundamentals of Pharmaceutical Marketing”**, Instructed by *Dr. Asaad Farag, Ex-Novartis Manager, at Merl Center* (Year 2010).
- 7) **“Team-work Day”** instructed by *Dr. Sayed Mostaf, Ex-Training Manager, Middle-East Bayer*, (Year 2005).
- 8) **“Presentation-skills”** instructed by *Dr. Sayed Mostafa, Ex-Training Manager, Middle East Bayer*, (Year 2005).
- 9) **Global Management Guru Certificate (G.M.G.)**, Instructed by *a team of Aventis Managers*, Registered from *American University in Cairo (AUC)*, (Year 2004).

**Experience Profile includes:**

“History of Training Practice”, "Jobs Occupied", "Success stories", "Events of Honor", "Work-Related Projects", and "Other-Business Projects"

**A) History of Training Practice Includes:**

- In-progress execution of **“Practical Marketing Academic Course”** as a marketing expert to **Mass Communication students**, marketing specialization, in **ELSHrook Inistitute Academy** for year 2015-2016
- **“Sales process & Techniques as Marketing Perceives”** module within an **MBA**, West Brook University, **USA**.
- **“Business Communication”** module within an Information Technology Diploma.
- **"Marketing in Pharmaceutical Practice"** to **more than 30 AinShams students** at one of *AinShams Lecture venues*.
- **“Lead To Change Certificate”**, registered from **“Egyptian Ministry of Communication”**.

- **“In-work” Training to More than seven hundred** working colleagues including **more than hundred “Middle” and “Higher” Managers** of several managerial sales and marketing titles.

**B) Jobs Occupied:**

- 1) Free Lancer Business Consultancy and Training Provider (Oct.2014 Till Now)**
- 2) Marketing Operation Manager, “Egyptian Group for Pharmaceutical Industries” (EGPi), (Since Dec. 2013 Till Oct.2014), including:**
  - Management and Follow up of all Marketing processes
  - Coordination and adjustment between marketing department and all other departments.
  - Analyzing and developing, the profit and revenue situation of the marketing investments.
  - Designing, Development and follow up of a well-established marketing and promotion practical systems and Road Maps.
- 3) Delegated as Marketing Manager, “Egyptian Group for Pharmaceutical Industries” (EGPi), (Since July 2013 Till November 2013) including:**
  - The management of four Product Managers, each of which is responsible for the complete marketing activities of one of the four Business Units in the company.
  - Direct Reporting to the Vice President of EGPi, the Scientific Office Manager.
  - Other assigned scientific office management tasks.
- 4) Group Product Manager, “Egyptian Group for Pharmaceutical Industries” (EGPi), (Since Dec. 2012 Till July 2013).**
  - Managing and Leading Two Product Managers, each of which leads one of the lines of promotion.
- 5) Senior Product Manager, “Egyptian Group for Pharmaceutical Industries” (EGPi), (Since January 2012 till Dec.2012). ( 2012 Incentive-Level Achievements)**
  - Job Description included **“Being Frequently Delegated for Marketing Team Management”**
- 6) Product Manager, “Egyptian Group for Pharmaceutical Industries” (EGPi), (Since April 2008 till Dec. 2011).**
- 7) Product Specialist, with the Job description of a Product Manager, EL-Hekma Company (Ex-ALKanPharma), (From March 2006 till April 2008) .**

- 8) **Marketing-Coordinator , "Pharma Training Center"**, managed by *Dr.SayedMostafa, ex-Training Manager for Middle-East Bayer* (From April 2005 till March 2006).
- 9) **Medical Representative** (2003-2005) (Data available upon request).
- 10) **Pharmacy Shift Manager** (2001-2003) (Data available upon request).

C) **Success Stories:**

- 1) **As a Marketing Operation Manager:** (Dec. 2013-Till Now)
  - ✓ **Within Only Five months**, Analyzing, developing and designing **New Six Business Models** that are directly related with the Day-to-Day activity of the Sales, Marketing and Warehouse teams with the objective of better performance and cost effectiveness.
    - *Details of the designed models are available on request*
- 2) **As Marketing Manager Delegation:** (July 2013-Novemembr 2013)
  - ✓ **Average increase of 35%** sales during the three months period of the “Marketing Manager Delegation” to the **private sales** at indirect distributors versus the former three months, **without seasonal variations**.
- 3) **As Senior Product Manager:** (February 2012-December 2012)
  - ✓ **Extraordinary Product Launch Success of Market Share increase from 2% at 1st year of launch (2011) to 6.7% by the second year of launch(2012)**
  - ✓ **Private Monthly Sales growth 94% in 2012 versus 2011** {577,985 L.E. to 1,120,000} (Without MOH Tender Sales) versus *total pharmaceutical market decline by 1%* in the same period.
- 4) **As a Product Manager:** ( April 2008 till February 2012)
  - ✓ **Private Annual Total Line sales (With no MOH tenders sales) growth by 83%** {7.2 Million to 13.2 Million} from 2009-2012 *versus company private sales growth of only 35% for the same period*.
  - ✓ **Sales Growth from 388,792 L.E. to 2.5 Million L.E. (543 %) in annual Private Sales (No MOH sales) of “Aqua Plus”,** from 2009 till 2012.
  - ✓ **Alveolin-P (Natural Cough Therapy) 2008-2009 private sales growth from 2.52 Million L.E. to 3.5 Million L.E. (Excluding MOH sales) coupled with 86% increase in its prescription rate** through executed *“Market Extension” and “Market Penetration”* Strategies coupled with a *New “Market Positioning”*.

- ✓ **209% Growth of Private sales of Urecare from 2010 to 2011** in Response to 2010-starting MOH activity without any private promotion.

5) **As Product Specialist:** (March 2006-March 2008)

- ✓ **Successive Quarter IMS Doubling in prescriptions** of "Pedi-water" an anticolic treatment, **without seasonal variations** as follows:
  - 1) Q1-Q2 increase from **10,000 to 22,000 prescriptions (120% growth)**
  - 2) Q2-Q3 increase from **22000 to 40,000 prescriptions (82% Growth)**
- ✓ **Outstanding first quarter of launch sales of 44,000 units of "1 2 3 Syrup"** (Cold treatment product), (Q1 2008)

6) **As a medical representative:** (2003-2005)

- ✓ Penetration of Maadi Military Hospital with an Adjuvant Trace Element product **as a direct order without tenders and only through prescriptions without any marketing investments**
  - ✓ Sales Growth **within only the first three months** of working in the **center brick-Dokki , from 3000 to 9000 units per month (200% growth)** of Ziscrocin Tab.(an antibiotic).
- 7) **As a Marketing Coordinator in Pharma Training Center:** (Jan 2005-March 2006)
- ✓ Successful activities during a "**Business Trip**" to **Saudi Arabia** for offering training services that revealed:
    - **Coverage of 23 Companies** between **Jeddah and Riyadh within only 8 days** and making **engagements that lead to contracts of about 100, 000 L.E.** that are still revealing their turnover till last communication with the company at middle of Year 2013.

D) **Events of Honor:**

- ✓ **At year 2010** Honored by the Scientific Office Manager for the "**All-Paediatric Campaign**" **Impact on the Sales and EGPI Image.**
- ✓ **At year 2011** Honored as **Best Product Manager Achiever with Best Performance** including:
  - **Best Line Value Achievement , and**
  - **Best Product-Mix achievements** even with *No MOH Sales.*

- ✓ **At Year 2012, Selected from about 25 MBA Maastrich Calibers** by dr. Tamer ELSharnooby, **Assistant Professor in College of Commerce and Thesis supervisor for Maastrich University, Netherland to:**
  - **Give a Strategic marketing course in a "Marketing Diploma" for Post Graduate Cairo University Commerce calibers**, and to
  - **Lecture in one of Cairo University lecture venues to College of Commerce 4<sup>th</sup>-year students as a model of career success at such a young age.**
- ✓ **At Year 2014, Honored by the Vice Export President for successfully initiating the first "Korean Export Transaction" in EGPI History.**

**E) Work-Related Projects Include:**

- 1) **"Business Development Plan for "EGPI" Finance, Sales and Distribution Services"** presented at **Maastricht University "Maastricht school of Management", Netherlands.**
- 2) **"Strategic Bussiness Analysis" For "EGPI"** presented at **Maastricht University, "Maastricht school of Management", Netherlands.**
- 3) **"Strategic- Bussiness analysis of the Promotion, Marketing Manufacturing and Distribution strategies" of 'Vacsera' Company"**, presented at **'Cambridge University'**, through **"International Management Institute", (IMI)**

**F) Other-Bussiness Projects:**

- 1) **Financial Statements Strategic Analysis of ELSweedy Emas (One of EL-Sweedy Group Companies) from 2010-2013, Submitted to Maastricht University, Netherland, and including:**
  - a) Inventory Management Policy
  - b) Assets Management
  - c) Existing Sources of Finance
  - d) Cost of Finance
  - e) Stock Exchange Policy.
- 2) **"Business at Global Arena Project"**, presented at: **Maastricht University, "Maastricht school of Management", Netherlands.**
- 3) **Supply Chain Analysis and Development of "Egyptian Group for**

**Pharmaceutical Industries"(EGPi) , Submitted to Maastricht University,  
Netherland including Strategic analysis and Development of EGPi distribution  
and Warehouses Network design**

**Skills:**

**Logical Thinking Skills:**

- Problem Analysis
- Areas of Development Detection
- Stakeholders Brain Storming
- Pin-Point Problem Solving
- Systemic Solution Development

**Research-skills:**

- Market research
- Medical research
- Statistical analysis
- Appraisal Analysis

**Presentation Skills:**

- Round Table Discussions
- Training Skills
- Demonstration Skills

**Business-Communication skills:**

- Letters
- E-mail
- Memo
- Reports
- offers
- Oral
- Negotiation

**Computer skills:**

- E- Marketing
- Windows
- Microsoft-word



- Power-point
- Excel
- Photoshop

### **Selling-skills**

- Personnel-Selling
- Hospital selling
- Selling to Resellers
- Selling to End-users

### **Language Skills:**

- English: Fluent, written & spoken  
*{TOEFL Test (April 2010), Amideast, withScore: 567}*
- Arabic: Native speaker

### **Hobbies:**

- 1) Reading of “*Self-Development*” *International and Local Books.*
- 2) Playing Chess

### **Sports:**

- 1) Basketball
- 2) Swimming
- 3) Football

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All Thanks for Your Exerted Time”***