

# United Arab Emirates Jobs Expertini®

## Sales and Marketing Manager – Pharmaceutical Sector (UAE Market)

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Company: Roundbase

Location: , , United Arab Emirates

Category: other-general

About Us: Meditsea Drug Store is a leading name in the pharmaceutical industry, known for our commitment to improving health outcomes by providing innovative and effective healthcare solutions. With our latest product launch in the UAE, we are seeking a dynamic and experienced Sales and Marketing Manager to spearhead our market penetration and sales strategies. This role is pivotal in driving our mission forward by ensuring our groundbreaking products reach healthcare professionals and patients across the region.

**Job Summary:** As our Sales and Marketing Manager, you will be at the forefront of developing and executing strategic plans to introduce our new pharmaceutical product to the UAE market. You will lead a team of dedicated Medical Representatives, guiding and monitoring their performance to ensure our product gains maximum visibility and adoption by healthcare providers. Your role involves market analysis, strategy development, team leadership, and close collaboration with cross-functional teams to achieve sales targets and organizational goals.

**Key Responsibilities:**

- Strategic Planning:** Develop and implement comprehensive sales and marketing strategies to launch and promote our new pharmaceutical product in the UAE market. Analyze market trends, competitor activities, and regulatory dynamics to inform strategic decisions.
- Team Leadership:** Lead, motivate, and monitor a team of Medical Representatives. Provide training, set performance metrics, and evaluate team performance to ensure alignment with sales objectives and compliance with industry standards.
- Relationship Management:** Cultivate and maintain relationships with key stakeholders in the healthcare sector, including healthcare professionals, distributors, and industry partners, to enhance product visibility and

adoption. **Marketing Campaigns:** Oversee the creation and execution of innovative marketing campaigns tailored to the UAE market. Collaborate with the marketing team to develop educational materials, product demonstrations, and promotional events. **Sales Targets:** Set and achieve ambitious sales targets. Monitor sales performance, identify growth opportunities, and implement corrective measures as necessary to ensure success. **Market Analysis:** Conduct regular market analyses to gather insights on customer needs, market trends, and competitive landscape. Utilize this data to refine sales strategies and product positioning. **Regulatory Compliance:** Ensure all sales and marketing activities comply with UAE regulatory requirements and ethical standards. **Qualifications:** Bachelor's degree in Pharmacy. Proven experience (5+ years) in sales and marketing within the pharmaceutical industry, with a successful track record in product launches and market penetration, specifically in the UAE or Gulf region. Strong leadership skills with experience managing and motivating a sales team. Excellent understanding of the UAE healthcare system, pharmaceutical regulations, and market dynamics. Exceptional communication and interpersonal skills, with the ability to build relationships with key stakeholders. Strategic thinker with strong analytical and problem-solving abilities. Fluent in English and Arabic preferred. **We Offer:** A competitive salary package with performance bonuses. Opportunities for professional growth and development within a leading pharmaceutical company. A dynamic and supportive work environment where you can make a tangible impact on public health. **How to Apply:** Through Rounds Base Platform.

#J-18808-Ljbffr

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