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**IGBOKWE,Ugochukwu Mmaju**

**Medical Sales Representative & Marketing Manager (Remote)**

**Professional Summary**

Dynamic and result-oriented **Medical Sales Representative & Marketing Manager** with over **12 years of success** in pharmaceutical and medical device sales across Nigeria. Proven track record of exceeding sales targets, launching new products, leading regional sales teams, and building long-term client relationships.Skilled in strategic marketing, clinical presentations, and driving market penetration in competitive healthcare environments.Now seeking new opportunities in **European country** to contribute value in a global healthcare or medtech organization.

**Professional Experience**

***SEPTEMBER 2022 - Till Date***

**DRO HealthCare Limited Nigeria (Remote)**

***Designation: Health Care Sales Manager***

A digital healthcare Tech start-up Company in Africa

Marketing blood pressure monitor,

Telemedicine & Electronic medical record software system to heath care practitioners.

***Some Accomplishments:***

* Grew regional sales revenue by over 45% within 12 months, outperforming national average.
* Managed sales across 3 major states, leading a team of 6 reps.
* Built strong partnerships with hospitals, doctors and pharmacists.
* Designed and executed marketing campaigns that boosted product visibility physician uptake.

***June 2020- August 2022***

**Afroganiks Industries Nigeria Limited**

***Designation: National Marketing/Sales Manager***

An Indigenous Pharmaceutical and Organic Manufacturing company that manufactures fertility products In Nigeria.

***Some Accomplishments:***

* Overseeing and coordinating all marketing and sales operations to drive revenue.
* Ensuring products visibility and comply with medical and regulatory standards.
* Consistently exceeded sales targets by 20-35% across multiple quarters.
* Provided products education and training to over 100 healthcare professionals across 3 regions.
* Led outreach to rural clinics, increasing product adoption in underserved areas.
* Conducted competitive intelligence to improve sales strategy.
* Organized programs with Doctors, Nigerian Medical Association (NMA) and association of Medical Laboratory Scientists of Nigeria (AMLSN) of different states branch for exhibitions and prescriptions of our products.

**Contact**

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City: Enugu State

Country: Nigeria

**Education**

2006- Higher National Diploma(HND)

Marketing

2002- National Diploma

Marketing (ND)

1997- Senior Secondary School Certificate

**Core Competencies**

* B2B Medical &Pharma sales
* Product Launch & Brand Positioning
* Sales Team Leadership
* Key Account Management
* Market Research & Competitive Intelligence
* CRM Tools(Sales force, Zoho, Click Up)
* Cross-functional Teamwork
* Strong Presentation & Communication Skills
* Driving

**Languages**

* English Language –Proficient
* German- Level A1

**Personal Skills**

* Strong interpersonal and communication skills for building long-term client relationships.
* Customer-focused approach with a consistent record of exceeding sales targets.

***July 2018- June 2022***

**Impact Pharmaceutical Limited Enugu, Nigeria**

***Designation: Sales Manager***

A Pharmaceutical manufacturing company that produces Pharmaceutical drugs in Nigeria.

***Some Accomplishments:***

* Created and executed strategic plans to achieve sales target.
* Aligned sales price with companies goals and regulatory requirements.
* Lunched five(5) Pharmaceutical products into new hospitals market
* Recruited, trained and managed Medical Sales Representatives (MSR)
* Analyzed competitors’ products and activities, market trends to stay ahead.
* Built and maintained strong relationship with health care professionals and ensured all promotional activities complied with pharmaceutical regulations ( NAFDAC).

***March 2011- May 2018***

**Juhel Nigeria Limited Enugu, Nigeria**

***Designation: Medical Sales Representative***

An indigenous pharmaceutical company that manufactures and market medical products, ( Ethical, OTC and Injections)

***Some Accomplishments:***

* Responsible for marketing and sales of pharmaceutical products manufactured by Juhel Nigeria Limited to Doctors, Pharmacists, Hospitals, Clinics and other health care practitioners .
* Increased the company’s clientele by over 2000 new clients.
* Achieved a sales record of 95% of a given sales target on infusions, injections and eye/ear products.
* Regularly meet a minimum 85% of a given sales target.
* Initiated, created and documented list of all clients data base for easy access and reports directly to the sale manager.

**Volunteering**

***August 2015 - August 2022***

**Rehabilitation Center, Enugu Nigeria**

***Designation: Councilor***

* Encouraged residents to participate in spiritual and recreational activities.
* Provided physically challenged persons with active listening to their challenges and proffers solutions and counsel them accordingly.
* Assisted with workshops and skill acquisition programs to physically challenged persons.
* Assisted the disabled and physically challenged people with daily activities, mobility and logistics in the community.
* Coordinated with health care practitioners and pharmaceutical company to distribute free drugs and free medications.

**References**

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* Cultural adaptable and able to work effectively in diverse, multicultural environment.
* Strategic thinker with hands-on experience territory development and competitor analysis
* Self motivated and target-driven with proven ability to work independently and lead teams.
* Excellent time management and planning skills
* Proficient in Microsoft office suit and C.R.M tools.
* Deep understanding of pharmaceutical sales compliance and ethical standards.

**Interest / Hobbies**

* Business development and health innovations trends.
* Volunteering and community health outreach
* Traveling and exploring healthcare system in different cultures.
* Football and team sports

(teamwork & discipline)

* Reading medical sales literature and case studies.