

MOHAMMED IBRAHIM K.S

Territory Business Manager – Gastro Segment

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India

PROFESSIONAL SUMMARY

Performance-driven Pharmaceutical Sales Professional with 11+ years of experience in territory management, brand promotion, and revenue growth across leading multinational organizations. Proven record of consistently exceeding targets and driving prescription growth in competitive markets, currently handling Gastro segment portfolio across multi-district coverage.

WORK EXPERIENCE

Dr. Reddy's Laboratories Ltd – Territory Business Manager (Gastro) | Mar 2025 – Present

- Area Covered: Vellore, Ranipet & Thirupattur districts
- Handling all major corporate hospitals and key specialty centers
- Managing Gastro portfolio and key opinion leaders
- Driving prescription growth and market penetration
- Executing brand strategies and promotional campaigns
- Responsible for primary & secondary sales growth

Pfizer – Territory Business Executive | 2018 – 2025

- Managed high-potential territory with consistent growth
- Conducted CMEs, RTMs and product campaigns
- Maintained strong market share in competitive segments
- Achievements: 106% (2019), 126% (2021), 107% (2023), 104% (2024)

Sun Pharma – Medical Representative | 2014 – 2018

- Increased prescription generation and brand visibility
- Achieved 112% YTD target in 2017

EDUCATION

M.Sc. Microbiology

CORE COMPETENCIES

Gastro Segment Promotion | Territory Management | Corporate Hospital Handling | Brand Strategy | Key Account Management | Prescription Generation | Revenue Growth | Market Analysis | Relationship Building