



DR. Alaa Essmat

***Personal data:**

Full Name: Alaa Essmat Mohamed Salama

Birth date: 24/7/1962

Marital Status: Married

***Qualifications:**

- B.Sc. in pharmaceutical sciences, May 1985, Al Mansora University.
- **Diploma** of Marketing & Sales Management, Cambridge Tutorial College. U.K. (Jan.92- Nov.95)
- **Master** in Business administration., Cambridge Tutorial College. U.K. (Jan.94-April 96).
- **Ph.D. (Doctorate** degree) in Sciences of Pharmaceutical Marketing & Pharmacoeconomics - College of Cambridge. Glasgow/ Scotland (Dec.2013-Sep.2017).

*** Participation in national & International conferences:**

- Pharmaceutical Product manager development seminar in **Basle, Switzerland.**
- Basic oncology, immunology, endocrinology, Dermatology, and cardiovascular training courses
- Soft skills educational programs for **pharmacists** (Communication skills, leadership skills, training skills, decision making, and problem-solving skills.)
- **In addition to attendance at many National and International medical and pharmaceutical conferences.**

***Examples for the Published Researches and Articles:**

- Impact of Direct to patient advertising on the health care.
- Rational and irrational drug (Challenges & opportunities)
- Future of pharmaceutical marketing in the digital era.

*** The created and studied courses:**

- Advanced management & Leadership skills.
- Professionalism in sales & marketing.
- Advanced Selling Skills.
- Business Communication Skills.
- Advertising & Sales Promotion.
- Promoting OTC Medications.
- Problem - solving skills.
- Decision - making skills.
- Strategic and critical thinking skills.
- Strategic planning and Management.
- Pharmacy Law and pharmacy ethics.
- Hospital Management.
- Negotiation strategies and tactics.
- Branding management in pharmaceutical marketing.
- Professional Presentation skills & public speaking.
- Persuasion Skills.
- Innovation and creativity & Creative thinking.
- Emotional intelligence and conflict management skills.
- Pharmacoeconomics & Health economics.
- Pharmacy Management & Principles of Community Pharmacy.
- Pharmacovigilance and Drug Safety.
- Business development & Business intelligence.

***Experience & Working places:**

More than 35 years of experience in the pharmaceutical field.

- AL Maadi Armed forces Hospital - (military service).
- Bristol Mayer's squib pharmaceutical co. [Egypt]-(Med. Rep.)
- Novartis Pharma. Co.[Saudi Arabia] - (**Senior Product manager, Field trainer** for high technology & Oncology Products)
- DBK Pharma & Arabian Academy - (Marketing, **Soft Skills**, and medical promotion **Training consultant**).
- Cairo Pharmacists' Syndicate – (**General Secretary Asst. - & Head of training and continuous education committee**).
- Cambridge Academy for pharmaceutical training & Education in Cairo- (**Academy Director**).
- Pharmacy College – Ain Shams University (Lecturer for drug promotion, marketing, **pharmacoeconomics**, and pharmacy law Courses).

***Special Awards:**

- Gaining plenty of appreciation certificates & recognition awards and excellent performance medals from educational institutes & Academies, pharmaceutical companies, international conferences, and Pharmacists' syndicate.