

BASEM AHMED SHAABAN

Commercial Leadership | Sales | Marketing

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PROFESSIONAL SUMMARY

I have spent 26 years in pharmaceutical commercial leadership across Iraq and Egypt, working my way from medical representative to heading national sales and marketing operations for some of the region's largest companies. Along the way I have led teams of up to 70 people, built sales strategies from the ground up, and managed exclusive distribution portfolios for global manufacturers including Sanofi, Takeda, Baxter, and Hikma.

My work covers the full commercial picture — field force structure, territory management, brand marketing, key accounts, distribution, and P&L. I am as comfortable designing a go-to-market strategy as I am sitting with a team reviewing weekly numbers. That combination has made me effective in both pure sales leadership roles and broader commercial director positions.

Over the past ten years I have built strong roots in North Iraq, covering the Kurdistan Region, Mosul, and surrounding areas. I know the healthcare market well — the key distributors, hospital groups, pharmacy chains, and how decisions actually get made at each level. I am also open to relocating anywhere within Iraq or the wider region for the right opportunity. On top of the field experience, I hold formal AI and digital marketing certifications — still uncommon at this level in the Iraqi market — and I use them practically to improve targeting, HCP engagement, and commercial decision-making.

I am looking for a senior role — Country Manager, Commercial Director, Head of Sales, or Marketing Director — where I can put this experience to work and help a company grow its position in the Iraqi or regional market.

KEY ACHIEVEMENTS

- Doubled Kurdistan Region sales in one year at Pioneer Pharmaceutical — 70-person team, #1 national ranking across private and government sectors.
- Grew revenue 25% year-on-year at Tiba Pharma Iraq by rebuilding the route-to-market model and tightening field execution across four manufacturer portfolios.
- Cut expired inventory by 35% by introducing a batch-tracking and demand forecasting system — a direct improvement to the bottom line.
- Increased HCP engagement by 40% after rolling out a digital programme covering CRM, SEO/SEM, and social media across the field team.
- Raised prescription performance in key accounts by 22% at Seriopharm after designing and running a national training programme for over 70 medical representatives.
- Awarded Best Achiever District Manager at Rameda Pharmaceutical for top national territory results.
- Completed Egypt's 2026 AI Ambassadors Programme at Advanced Level — one of very few senior pharma commercial leaders in Iraq with formal AI and digital marketing credentials.

CORE COMPETENCIES

Sales Strategy & Execution | National Sales Force Leadership (70+ members) | Commercial P&L Management | Key Account & Partner Management | Brand Launch & Market Penetration | Distribution & Route-to-Market Design | KPI Setting & Performance Management | Marketing Planning & Execution | HCP Engagement & Medical Affairs Support | CRM / Power BI / Digital Analytics | AI & Digital Marketing (Google, SEO/SEM) | Forecasting & Demand Planning | Negotiation & National Tender Management | Cross-functional Team Leadership

PROFESSIONAL EXPERIENCE

North Sales & Marketing Manager

Nov 2023 – Oct 2025

Pioneer Pharmaceutical Company · Erbil & Federal Iraq

- Rebuilt the commercial strategy for Kurdistan and federal Iraq — redesigned territories, refocused account priorities, and reallocated promotional resources to where the real opportunities were.
- Doubled Kurdistan Region sales within twelve months, the fastest growth the company had seen in the region. Got there through territory redesign, hands-on coaching, and stronger distributor partnerships.
- Built and ran a 70-person sales and marketing team. Put in weekly KPI reviews and individual development plans, and pushed the team to the #1 national market position.
- Grew market share by 30% through the launch of five-plus new product lines, coordinating across medical, marketing, and supply chain to get each one right.
- Delivered monthly commercial reports to executive leadership covering regional performance, competitor moves, and market trends — with clear recommendations that fed directly into quarterly planning.
- Managed government tenders, pricing, and key relationships across Kurdistan's major public and private hospital groups.

Regional Sales & Marketing Manager

Sep 2021 – Oct 2023

Tiba Pharma Iraq — Exclusive Distributor: **Sanofi** · **Takeda** · **Baxter** · **Hikma** · Iraq — National

- Ran the commercial P&L for an exclusive multi-brand portfolio covering four global manufacturers — responsible for sales planning, field execution, and brand management across Iraq.
- Delivered 25% revenue growth each year by restructuring the distribution model, expanding into under-covered areas, and building stronger relationships with distributors and pharmacy chains.
- Led a 22-person team, kept promotional activity aligned with each manufacturer's brand strategy, and tracked field execution weekly.
- Introduced a batch-tracking and demand forecasting system that brought expired inventory down by 35% and improved margins.
- Launched a digital programme across the whole team — CRM, SEO/SEM, and social media — that lifted qualified HCP engagement by 40% within a year.
- Renewed long-term distribution agreements with Sanofi, Takeda, Baxter, Hikma, and other manufacturers, keeping the company's exclusive position through competitive tender processes.

Freelance Commercial & Digital Marketing Consultant

Oct 2025 – Present

Independent — Self-Employed · Erbil, Iraq (Remote)

- Working with pharmaceutical and healthcare companies in Iraq and Kurdistan on commercial strategy, sales structure, and digital marketing — using the time between senior roles to deepen my advisory and digital capabilities.
- Completed advanced AI certification through Egypt's Ministry of Communications and IT (2026) and built out my digital marketing skills — both now part of how I approach commercial leadership work.

Senior National Sales & Marketing Manager

Sep 2014 – Aug 2021

Seriopharm Pharmaceuticals · Egypt — National

- Led a 35-person national team across all regions in Egypt — responsible for territory planning, targets, promotional activity, and commercial results.
- Designed and delivered a national training programme for 70-plus medical representatives covering consultative selling, product knowledge, and handling objections — prescription performance in key accounts went up 22%.
- Won and kept several high-value national tender contracts through strong pricing, relationship management, and reliable supply.
- Built sales planning, forecasting, and territory management systems that the company continued using after I left.
- Contributed to brand launch planning, HCP segmentation, and patient journey mapping for new products across multiple therapeutic areas.

Sales Manager — Kurdistan & North Iraq

2011 – 2013

Haliraia Co. / Hikma Pharmaceuticals · Kurdistan Region, Iraq

- Managed the Hikma portfolio and sales force across Kurdistan and Northern Iraq — this is where I built the market knowledge I still rely on today.
- Built strong relationships with distributors, hospital groups, and pharmacy chains across Erbil, Sulaymaniyah, and Dohuk.

District Sales Manager

2008 – 2011

Rameda Pharmaceutical · Tabuk Pharmaceuticals · Egypt

- Managed pharmaceutical portfolios across my districts and consistently ranked among the top district managers nationally.
- Earned the Best Achiever District Manager award — results came from better customer targeting, improved call quality, and active secondary-sales management.

Senior Medical Representative

1999 – 2008

Amoun Pharmaceutical Industries · Egypt

- Moved quickly from Medical Representative to Senior level, consistently in the top tier of national sales performance.
- Completed Amoun's 7-module Selling Skills Certification Programme (2003–2008), covering advanced selling, consultative selling, negotiation, time and territory management, physician partnerships, teambuilding, and leadership coaching.
- These years gave me the commercial habits and field discipline that have shaped everything since.

EDUCATION

MBA in Marketing — Grade: Excellent | Arab Academy for Science & Technology, Alexandria

2019

Bachelor of Veterinary Medicine — Suez Canal University, Egypt

1997

SELECTED CERTIFICATIONS

- **AI Advanced Level & AI Fundamentals (2026)** — NTI · Egypt Ministry of Communications & IT
- **Build with AI: Masr Edition (2026)** — Google for Developers · ITI, Egypt
- **One Million Prompts — Prompt Engineering (2025)** — Dubai Future Foundation
- **Strategic Management Professional (2025)** — Tamkein Training & Development
- **Fundamentals of Pharmacovigilance (2025)** — PVigilant Health, Dubai
- **Fundamentals of Digital Marketing (2019)** — Google — Maharat min Google
- **Marketing Management (2019)** — AUC · Prof. Hamed Shamma
- **ICDL International Computer Driving Licence (2011)** — ICDL Foundation · UNESCO
- **Advanced Microsoft Excel & Office 2019 (2020)** — Microsoft · Ministry of Youth & Sports, Egypt
- **Professional Selling Skills — 7-Module Programme (2003–2008)** — Amoun Pharmaceutical Industries

LANGUAGES

Arabic — Native **English** — Fluent (TOEFL) **Kurdish** — Working Proficiency

Full certificates and credentials available at basemshaaban.com