

Rafay Usman Mehmood

Married, father to 2 beautiful kids, lives in Cairo, Egypt
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EDUCATION

2008-2012 **INSTITUTE OF BUSINESS MANAGEMENT (IoBM)** Karachi, Pakistan
• BBA(Honors): Major: marketing - (CGPA 2.9/4.0)

PROFESSIONAL EXPERIENCES

Aug'18 – Present **Category Manager – Wellness Portfolio** **GSK Consumer Healthcare** Cairo, Egypt
• Managing a Portfolio of **£35Mn**, mix of 7 brands across 3 categories (Pain Management, Respiratory Health & Skin Health) and a team of 3 brand managers.
• 2019 YTD performance is above plan & full year forecast is above commitment across KPI's i.e. local sales, value share

Key Responsibilities

- Manage E2E category and brand wise P&L, spend budget of around £2.5Mn, monthly demand cycle
- Monthly connect with MENA commercial teams for all 3 categories
- Monthly brand performance review with brand managers & marketing director
- Working across 6 wellness launches (NPI's) planned in 2019 & 2020

Jan'17- Jul'18 **Senior Brand Manager – Panadol** **GSK Consumer Healthcare** Karachi, Pakistan
• Managed a Portfolio of **£30Mn**, biggest brand of Healthcare Industry of Pakistan

Key Achievements:

- Delivered a record-breaking year (2017) with +30% sales growth, +5ppt value share & 3x growth vs category
- Won best brand performance of the year award
- Rolled out new communication platform “Life Replace Pain” Adults Portfolio – First ever celebrity integration
- Delivered “Tales of Tough” digital campaign, +10mn reach on FB/YT
- Released Panadol women digital campaign “That time of the month”, +5mn reach
- Designed & Delivered, “Project Lullaby” to reach out to 600 Vaccinators in 2regions of Pakistan

Key Responsibilities

- Managed end to end P&L of Panadol including A&P (£3Mn) & COGS efficiency driving projects
- Monthly connects with sales & quarterly connects with expert detailing team to ensure business delivery
- Managing demand, supplies and innovation trackers to ensure timely execution

Mar'15- Dec'16 **Channel Manager** **GSK Consumer Healthcare** Karachi, Pakistan
• My role was to devise, implement & track investment strategies for all the trade channels (Gross to Net £ 1.2Mn)
• KPI's included were channel wise gross sales, Gross2Net management, 100% accurate sales reporting allocation
• Delivered/implemented specific projects

- Perfect Pharmacy Plan – To Deliver additional £500K ex-plan sales for 2016
- Salon/Cosmetic Channel Launch for GSK Consumer – Commercialization of Physiogel
- Integrated NVS/GSK portfolio in sales reporting system
- Delivered 30% coverage & 40% volume growth on Ventolin through distribution drive – results published as MENA success stories – GSK Pharma

May'13- Feb'15 **Assistant MS&P (Market Strategy & Planning)** **Procter & Gamble,** Karachi, Pakistan
Dual role of managing channel category plans with distributor execution management

Key Wins across Categories & Channels:

- Delivered High frequency stores (large) corporate plan resulting in 25% volume growth vs LY & +3ppt value share
- Revamped the corporate discount program for High frequency stores with bigger & better stores, incremental 2K stores
- Revamped “corporate back checking program” on trade spent and installed it in distributors DNA
- Redesigned & deployed corporate shopper-based design booklet

Key Responsibilities

- Responsible for across category volume/distribution growth in traditional trade (HFS L/M/S, WS, Sub-D)
- Lead the monthly initiative review meeting discussing PP & readiness for future initiatives
- Managed trade payments to distributors, responsible for analyzing & anticipating risk & maintaining stewardship
- Deploy monthly secondary sales targets to distributor for all categories

SKILL AND INTERESTS

- Attended marketing excellence training at GSK, customer business dev. college at P&G, Digital training by GroupM
- Love playing cricket (captained GSK CHC team in Pakistan), travelling & movies/Tv shows