

ANTON M DARSY



STRATEGIC KEY ACCOUNT MANAGER

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A passionate, and focused Strategic Key Account Manager with a rich reputation in providing strategic and inspiring leadership across several reputable International companies. One who has strong organizational and customer development skills to maximize key account profits. Organized, dependable, and energetic leader who has the proven ability to effectively motivate fellow colleagues, assist in marketing activities and understand comprehensive One who is committed to the highest standards of excellence and integrity while supporting key business initiatives, driving sustainable growth and maintaining market leadership. Strong analytical skills and the ability to develop new tactics to generate revenue and discover potential. An excellent academic and award-winning history with the ability to appropriately manage, inspire and coach team members to work together to maximize individual output and meet competitive business targets.

CORE COMPETENCIES

Communication | Negotiation | Strategic Direction | Resource Management | Critical Thinking | Regional Partnerships | Stakeholder Engagement | New Product Launches | Budget Awareness | Financial Analysis | Report Writing | Risk Mitigation | Marketing Strategies | Key Account Management

CAREER HIGHLIGHTS

- Penetrating in Egypt market by introducing the BD Integrated Diagnostic solutions by growth of 65% (2019).
- Growing the BD diagnostic solution in Gulf by 16 % (2018)
- Penetrating Oman market to use BD Preanalytical products and Safety Engineer Devices by generating a revenue of \$ 1M. (2017)
- Fronted the introduction of several new Novartis products throughout the regions of Abu Dhabi and Al Ain, resulting in a strong market share and a growth of 18% (2014)
- Promoted the use of safety engineered devices BD in SEHA to prevent from needle sticks injuries (2010) generating a revenue of \$1.8M
- Converted all SEHA hospital to use Roche blood glucose meters and to prescribe to all type 1 and type 2 diabetic patients, generating a revenue of \$1M (2008)
- Star Performance: Roche Diabetes (2008)
- Star Performance Award: Scientific Division of New Medical Centre (2003)

CAREER CHRONOLOGY & ACHIEVEMENTS

Becton Dickinson

Sep 2019 – current

Strategic Key Account Manager: Integrated Diagnostic Solutions

United Arab Emirates (Covering MENA)

Key deliverables:

- Entrepreneurial and creative mind-set to deliver interventions which over-achieved all KPI's. Known as an expert at commercial scenario planning to deliver opportunities at required pace.

- Provided leadership to regional salesforce market teams, ensuring data was correctly captured, maintained, and utilized across the organization which assisted to delivering a successful P&L running business of \$28M.
- Liaised and worked with a broad range of internal departments across the Regional and Global Business Unit to ensure strategic projects had the correct functional support and were resourced correctly to allow for the successful launch of new products.
- Initiated market mapping and worked towards developing the skills and knowledge of the Healthcare professionals within the Middle East to upskill and promote best practice standards.
- Developed and reviewed executive presentations to ensure alignment with broader organizational objectives and streamlined presentations to ultimately deliver the required message effectively.
- Ensured each BD team member working within the business unit and partners was properly trained and directed for maximum effect to reach the business goals.
- Collaborated cross-functionally with senior management, clinical team, and marketing to ensure appropriate management of business development and sales within the country.
- Oversaw the execution of business development objectives, new business bid preparation, commercial proposals, and agreements in accordance with the senior directives.

Becton Dickinson

Oct 2017-Aug 2019

Regional Sales & Application Specialist: Diagnostic System

United Arab Emirates (Covering Gulf & Egypt Region)

Key Deliverables:

- Industry known for market shaping initiatives and KOL partnership, including publication of multiple national guidelines on Infectious Diseases, Intensive Care and Hospital Pharmacy, generation of multiple local studies for market shaping.
- Consistently exceeded targets in a volatile market with a strong track record of deploying strategic imperatives resulting in sales achievements, KOL advocacy, policy shaping, key account development.
- Reviewed available technical literature to maintain an awareness of current Laboratory clinical evidence, white papers, and recommendations to support appropriate product positioning.
- Frequently performed joint sales calls with channel partner salespeople including but not limited to product demonstrations and application assessments and joint sales visits.

Becton Dickinson

Sep 2014-Sep 2017

Regional Sales & Application Specialist: Preanalytical System

United Arab Emirates (covering Gulf)

Key Deliverables:

- Provided leadership and coaching for BD distributor staff, including developing teamwork, building trust, motivation to support and achieve new business directions and market penetration to achieve budget.
- Worked closely with sales & marketing units to implement pricing, sales strategies, and promotional plans relative to the Vacutainer product.
- Troubleshooted customer orders and deliveries when product information is missing or denied and liaised with customer service, Regulatory Affairs and Commercial Leads to ensure all matters were resolved in a smooth and streamlined manner for the customer.
- Responsible for overseeing the product training and product learning needs of healthcare professionals, assisted in marketing events, roadshows, and Expos.

Al Mashriq Medical Supplies

Aug 2013 – Aug 2014

Marketing & Development Manager

United Arab Emirates

Key Deliverables:

- Led the development of all the core products, sales and marketing strategy in collaboration with the sales team, providing direction and leadership to all team members and acting as a mentor to ensure all activities were customer focused, were aligned with the business vision and remained compliant with the code of conducted.
- Built and developed strong relationships with key opinion leaders and key stakeholders, identifying new business opportunities to ensure a clear understanding of the market and its needs.
- Received various weekly and monthly reports from administration, finance, sales & service departments; and the Chairmen; analyzing all data, budget performance per account/product group
- Spearheaded the identification and optimization of new and innovative business opportunities, based on insightful understanding of the country market and regulatory environment, identifying risks and opportunities.

Novartis Pharma Services

Jan 2011 – Jul 2013

Key Account Manager

United Arab Emirates

Handling Novartis Primary Care products Diabetes, Hypertensive, Established medicine, Neuroscience, Multiple sclerosis, Ophthalmology, Osteoporosis, Respiratory, Transplantation medication.

Key Deliverables:

- Worked closely with Sales and Marketing teams on strategy and new market segmentation planning, ensuring key opinion leaders and stakeholders were involved in the tactical plans and closed above budget on two consecutive years. Established a MOU and partnership between two prominent governing bodies (HAAD & SEHA) within the region.
- Created and deployed business plans and SWOT analysis for specific accounts and therapeutic agents based on budget and performance objectives & allocating resources across key accounts; ensuring cross- functional alignment, monitoring business performance and implementing performance improvement plans accordingly.
- As a result of focused road mapping, and stakeholder management within purchasing stores, clinical pharmacy, nurses, and Doctors, introduced several new items into accounts
- Identified additional capabilities, technologies, and areas of growth needed to increase market share for the market and product lines; establishing strong rapports with key government entities (HAAD and DAMAN).

Pharmatrade (Becton Dickinson mother company)

Oct 2008 – Dec 2010

Product Manager: Medical Surgical Systems & Diabetes Care

United Arab Emirates

Key Deliverables:

- Fostered resilient partnerships and strategic roadmaps through varied opportunities, targeted engagement with healthcare professionals and key stakeholders to facilitate product launches and clear strategies
- Developed high-value product training programs that drive adoption and continued revenue year on year, always ensuring appropriate stock levels were in place.
- Compiled and analyzed statistics, YTD figure and competition products pertinent to the business' development program to ensure an increased market share and gross margins occurred
- Built and maintained new business opportunity pipelines, researching, and creating product awareness through scientific publications, conference presentations and sales promotion posters to ensure annual operating target budgets were met and gross margins exceeded.

PRIOR EMPLOYMENT

Senior Sales Specialist Sep 2004 – Sep 2008
Roche Diagnostics, United Arab Emirates

Medical Representative Sep 2001 – Apr 200
4New Medical Center

Pharmacist Nov 2000 – Sep 2001
Al Shifa Pharmacy, Gaza, Palestine

EDUCATION & PROFESSIONAL DEVELOPMENT

Master of Business Administration (M.B.A.) – 2018

Sales and Marketing
University Petrosani Romania

Sales and Marketing Diploma - 2009

Cambridge International College, U.K

Bachelor of Science Pharmacy – 2000

GR.T. Popa, Iasi, Romania

Marital status

Married with 3 kids.

LANGUAGES

English | Romanian | Arabic.

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