

# Murat Vural, M.D.



Mobile: +84 934 000 150  
cv@muratvural.com – Website: MuratVural.com  
Current Location: Ho Chi Minh City - VIETNAM

I am a Medical Doctor from Turkey. Since 2001, for more than 15 years I have worked in Management of Pharm. Sales & Marketing and in the Executive side of the business including International Business Development. I had responsibility for business in more than 15 countries, I established and directed various pharmaceutical teams (established local pharmaceutical companies in some of them) from these countries at the same time.

**KEY SKILLS:** - Executive -Planner & Builder -Team Management -Sales & Marketing -Training  
-International Business Development -Opinion Leader Relationship Management -Budget Management

## PROFESSIONAL EXPERIENCE

**Family Business Support & Management – Plexim (Tu Thuy) Co.** June 2022-Present

- Importing Food Products and Sales & Marketing

**Regional Director based in Vietnam – World Medicine Pharmaceutical Co.** June 2016–June 2022

- Responsible from Southeast Asia operations
- Responsible from product registration processes
- Marketing Authorization Holder for WM pharmaceutical products

**Sales and Marketing Director of Foreign Markets – World Medicine Pharm. Co.** May 2009–June 2016

Success;

- More than %40 increase in total turnover in existing countries in the first two years period.
- Applied my own developed unique sales teams “training, monitoring and performance measurement” system in all active countries.

Responsible for;

- Directing marketing and sales activities and teams in countries ;  
*Working with 5 Marketing Managers, 12 Products Managers at Headquarters*  
*Managing around 800 people Sales and Marketing teams in 16 countries, as;*  
*Georgia, Ukraine, Kyrgyzstan, Moldova, Tajikistan, Belarus, Turkmenistan, Uzbekistan, Azerbaijan, Kazakhstan, Iraq, Armenia, Cambodia, Bulgaria, Kosovo, Vietnam*

**Marketing Manager of Foreign Markets – Bilim Pharmaceuticals Inc.** September 2005–February 2008

Success;

- More than %70 increase in total turnover in existing countries in two years period.

- Established a unique sales teams “training, monitoring and performance measurement” system used in all active countries of Bilim Pharmaceuticals export.
- Started “International Annual Sales Team Meetings” -for the first time in Bilim- in 2006, with attendance of more than 100 sales team members from more than 10 countries.
- 57% increase in 2 years period by the increasing effectiveness of marketing activities and sales teams’ effectiveness.

Responsible for;

- Directing marketing and sales activities and teams in countries ;  
*As a total, directing 348 people (44 managers, 304 medical representatives) in various countries of the world*

• <b>Croatia</b>	4 Manager	32 Med.Reps.	• <b>Moldova</b>	6 Manager	34 Med.Reps.
• <b>Georgia</b>	8 Managers	58 Med.Reps.	• <b>Yemen</b>	5 Manager	45 Med.Reps.
• <b>Kosovo</b>	1 Manager	16 Med.Reps.	• <b>Azerbaijan</b>	14 Managers	78 Med.Reps.
• <b>Libya</b>	3 Manager	15 Med.Reps.	• <b>Bosnia</b>	1 Manager	12 Med.Reps.
• <b>Trkmenst.</b>	2 Manager	14 Med.Reps.			
- Managing, training and coaching the marketing and sales teams of the concerning countries.
- Monitoring team members’ performances and career planning for individuals’ in the team organization.
- Establishing annual business plans for making marketing and sales activities of Bilim’s products in various countries of the world and reporting directly to the owner of the company.
- Directing Account (Country) Managers in domestic export department of Bilim Pharmaceuticals.
- Preparing and following up annual marketing plans, establishing annual sales forecasts of the products and conducting marketing activities in the concerned countries by directing Country Managers and/or distributor companies.
- Determining product portfolios in the concerning countries and price strategies according to market conditions and profitability.
- Following up global and local pharmaceutical trends, researching markets of various countries for enhancing the business scope of Bilim by introducing new countries and markets.
- Making interviews for new employment in concerning countries and for domestic department staff.

### **International Business Development Manager – Bilim Pharmaceuticals Inc.**      August 2004–September 2005

Responsible for;

- Establishing annual business plans of Bilim’s products in various countries of the world and reporting directly to the owner of the company.
- Establishing new business cooperation in new countries, establishing new marketing and sales teams and beginning active marketing in the concerning countries from zero line.
- Managing, training and coaching marketing and sales teams of the concerning countries. Monitoring team members’ performances and career planning for individuals’ in the team organization.
- Coordinating international relations with the cooperated companies.
- Negotiating for “Cooperation Agreement” with new companies from various countries. Determining product portfolios in the concerning countries and price strategies according to market conditions and profitability.
- Following up global and local pharmaceutical trends, researching markets of various countries for enhancing the business scope of Bilim by introducing new countries and markets.
- Organizing logistics of the products from manufacturing to delivery to the concerning countries by coordinating with both related departments of Bilim and customers.
- Supervising stock management of the concerned countries depending on the sales trend.

- Organizing international registrations and relations with the Ministry of Health of the concerning countries bureaucratically by coordinating with the Registration Department.
- Supervising and directing Account Managers in the domestic department of Bilim.
- Making interviews for new employment in concerning countries and for domestic department staff.

**Marketing and Planning Manager –NutriFarma Health Prod.Inc. (Nurol Holding)** July 2002–August 2004

Success;

- NutriFarma turned its income statement from loss to profit in 2003, for the first time since its establishment in 1995, as a result of a both special marketing and a planning strategy run for 1½ years.
- Provided about 40% increase from 2001 to 2003, about 125% increase from 2001 to 2004 in sales, in terms of units.
- Reviewed international cooperation/distribution agreements of the company and improved them after negotiations for both the prices and the payment terms according to benefits of NutriFarma.
- Improved stock management of the company from 4-5 months to less than 2 months as average stock volume with the help of a special logistics calculation created by me.

Responsible for;

- Deputizing General Manager in his absence.
- Establishing annual business plan and annual budget plan of NutriFarma and reporting the company affairs directly to CEO in Holding's Quarterly Administration Committee Meetings accompanied by General Manager.
- Supervising annual marketing plans, establishing sales forecasts of all products and conducting marketing, advertising activities organized by Product Managers.
- Coordinating international relations between NutriFarma and foreign (USA, Denmark, Switzerland,...etc.) companies.
- Ordering products to import from foreign countries, managing international logistics, managing the payments of imported products by coordinating with Accounting Department
- Supervising stock management of NutriFarma products depending on the sales trend.
- Enhancing business scope of NutriFarma by introducing new projects in terms of product portfolio and conducting market research.
- Negotiating for "Cooperation Agreement" with new foreign companies for new product sourcing abroad.
- Organizing international registrations and relations with the Ministry of Health bureaucratically by coordinating with the Registration Department.
- Training sales team periodically in medical, marketing and sales subjects.
- Making interviews for new employment of marketing and sales staff.

**Product Manager –NutriFarma Health Prod.Inc. (Nurol Holding)** May 2001–July 2002

Responsible for;

- Preparing annual marketing plans, establishing sales forecasts of all.
- Putting marketing plans of the products into practice in an effective way.
- Following up marketing activities' performance for responsible products.
- Monitoring market conditions and competitors.
- Following up opportunities in the market.
- Training sales team periodically in medical, marketing and sales subjects.
- Supporting sales the team in the medical aspect in order to justify the company's ethical approach towards medical science and cooperating in all marketing activities.

## EDUCATION

- Ankara University, Medical Faculty, Sep 1990 – Feb 1998
- Ankara Private Yukselis College (Education language: English), Sep 1983 – Jun 1990
- Ankara Mimar Sinan Primary School, Sep 1978 – May 1983

### Professional Development Seminars

- |                                            |                |
|--------------------------------------------|----------------|
| • General Marketing Seminar                | October 2001   |
| • Coaching and counseling                  | December 2001  |
| • Advanced Product Management              | April 2002     |
| • Budget and budget analysis               | July 2002      |
| • Leadership                               | February 2003  |
| • Project Evaluation and Financial Reports | September 2003 |
| • Executive MBA Club E-learning            | November 2004  |
| • Career planning baking-up                | March 2005     |
| • Interview techniques                     | April 2005     |
| • Negotiation techniques                   | September 2005 |
| • Sales Force Management                   | December 2005  |
| • Competencies and leadership              | February 2006  |

---

## PERSONAL INFORMATION

Date of Birth: October 17<sup>th</sup> 1972  
Place of Birth: Turkey, Ankara  
Military Service: Completed  
Driving License: Available  
Marital Status: Married (No child)

## SKILLS AND KNOWLEDGE

### Computer

- Microsoft Excel (programming with using all functions including database functions) & Office Programs
- Professional web design, HTML, CSS, CGI..etc.
- Other software: Office and internet software, communication software, multimedia software, etc.

### Language

- English (fluent)

## MEMBERSHIPS AND INTERESTS

### Memberships

- Istanbul Chamber of Medical Doctors

### Interests

- Stock Exchange operation and economics
- Skiing, swimming, tennis, cinema, cooking

---

## PROFESSIONAL REFERENCES AVAILABLE UPON REQUEST