

GHASSAN KHOURI

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SUMMARY

- Broad experience in the pharmaceutical industry developed from thirteen years of expertise in sales and marketing of vaccines and primary care products at Merck & Co.
- Extensive product launch experience including development and implementation of strategic plans while launching two breakthrough vaccines at Merck & Co. in seventeen countries across the Middle East.
- Ability to build and maintain close liaisons with scientific leaders and key account stakeholders with experience working with key opinion leader plans in vaccines and primary care products at Merck & Co.
- Business acumen, entrepreneurship and analytical skills developed from starting a pharmaceutical and food and beverage business at Curepros SARL and Tasteperience Concepts Investments LLC.
- Ability to lead, motivate and manage teams that require hiring, training and coaching of highly effective workforce developed while supervising sales teams and working cross-functionally with global teams at Merck & Co.
- Fluent in English and Arabic

EDUCATION

Bachelor of Science in Pharmacy Lebanese American University, Beirut, Lebanon	1999
Bachelor of Science in Biochemistry University of Ottawa, Ottawa, Canada	1996

PHARMACEUTICAL EXPERIENCE

Training and Development Manager Merck & Co., Beirut, Lebanon	2010-2011
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- Identified and assessed training needs of the organization through analyzing job descriptions, career paths and retention plans with team managers that lead to a tailored and lean developmental plan per individual.
- Prepared and facilitated salesforce training related to direct customer interactions such Customer Centric Communication and Coaching for Customer Engagement which increased sales force effectiveness by 25%.
- Evaluated the effectiveness of sales managers during coaching sessions of team members to ensure flawless implementation of training and developmental goals set in the Europe, Mideast & Africa Region.

Regional Sales and Marketing Manager

2008-2010

Merck & Co., Beirut, Lebanon

- Developed and implemented clear actionable strategic and tactical brand plans for Merck's vaccines that drove significant adoption and uptake of our products in the first year of launch (+10% versus plan).
 - Analyzed market research and various data sources to develop and implement an insight led competitive strategy for Merck's vaccines in seventeen countries across the Middle East.
 - Ensured promotional campaigns and key deliverables were executed in accordance with Merck's compliance and regulatory policies and in line with global and franchise goals.
 - Acted as the face of the vaccine brands to sales teams and inspired them to deliver go-to-market plans and omni-channel solutions to maximize customer reach, engagement and value that maximized adoption of the brands and its advocacy.
 - Partnered and collaborated extensively with cross-functional teams like medical, regulatory and access in support of inclusion of vaccines in the immunization schedules in key markets in the Middle East and Africa Region.
 - Worked closely with thought leaders, key customers and other stakeholders which ensured seamless adoption of Merck's vaccine in hospitals and key accounts.
 - Ensured marketing programs and campaigns were executed effectively and efficiently within the allocated marketing and OPEX budgets that lead to prioritizing investments to drive growth by 10% year after year.
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ENTREPRENEURSHIP EXPERIENCE

General Manager

2015-2021

Tasteperience Concepts Investments LLC, Dubai, U.A.E.

- Started and established a café called Yogorino and an all-chicken diner called Spiky House of Chicken in Dubai, United Arab Emirates.
- Recruited, hired, and trained employees in both outlets that ensured seamless operation and a great food experience evident by repeat customers, above 4.5-star reviews and grade A accreditation from Dubai Municipality.
- Oversaw day-to-day service operations with restaurant managers, front & back of the house teams in Yogorino Café and Spiky House of Chicken.
- Managed marketing and OPEX budgets for optimal food cost and bottom-line profits that maximized optimal return on investment.

General Manager

2011-2015

Curepros SARL, Beirut, Lebanon

- Started and established a small business in the nutritional supplement market in Lebanon.
 - Acquired the exclusive marketing and distribution rights of the Swedish Brand Nutrivision.
 - Obtained proper approvals and registration by working closely with Ministry of health officials to launch Nutrivision's strategic products in the Lebanese Market.
 - Recruited, hired, and trained Professional Medical Representatives to call on Health Care Professionals and Pharmacists that ensured adoption and procurement of Nutrivision's brands.
 - Supervised warehouse operations that ensured efficient distribution to pharmacies and key accounts across Lebanon.
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References Available Upon Request