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PROFILE

A Sophisticated minded, professional manager with background in Marketing, Sales, Manufacturing, Distribution, advert. And general management. I have experienced successes in different management levels implementing modern manufacturing, Marketing, Sales, Distribution, Techniques, Devising and implementing companies formation & growth strategies. Experience includes the establishment of a highly successful business in 22 countries in the Middle East, which I ran as vice-president, with full P&L responsibility.

SUMMARY

Unique general management experience in establishing different markets in Middle east countries with different cultures and political system.

Delivered the following achievements for two blue chip multinationals:

Sales & Marketing:

- Developed a very success full launch of Hoechst orient anti diabetic product for the Egyptian market which incorporated R&D, market research, branding, package design, product positioning, pricing and launch in the year 1968- 69 .
- Building the Bristol Myers business from scratch in the Libyan & Egyptian market (Libya 1970 – 1975) – (Egypt 1976 – 1985) to be number one company in the Two Markets.
- In Libya I started with \$ 30.000 ending 1975 with US\$ 6 Million / year.
- In Egypt B.M had become by 1979 the No. 1 company working in Egypt (which has No local plants).
- Being the general manager of B.M. for Middle East in 1986 stationed in Brussles I developed the business of B.M. in 22 countries to the maximum.
- After the merge of Bristol Myers & Squibb in 1988 I was selected as general manager middle east for Bristol Myers Squibb putting B.M.S. as No. one company in Egypt with a market share close to 10% of the total market. While

B.M.S. was always among the top five companies in every market in the Middle East.

- By 1992 I was promoted as vice president B.M.S. Middle East keeping the same record of success in all M.E countries with four countries general managers reporting to me and 6 other top managerial positions.

Operations:

- Streamlined the Egyptian plant operation by upgrading the B.M.S. old plant and establishing a state of the art new extension (Cost U.S \$ 16 Million) to reach the most upgraded G.M.P. standards, reducing cost and inversing efficacy & productivity.
- Signed the 1st multinational strategic alliance agreement with SPIMACO S.Arabia to produce B.M.S. products to make sure the availability in all tenders.
- Enter in to many negotiations with different Egyptian and Turkish companies to establish J.V. for generic products under B.M.S. umbrella.

Building alliances:

- Cultivated outstanding relationships with ALL Middle East government officials, suppliers and customers in an environment where personal relationships are essential to get business done. Turned the operating profit to the maximum in every single market.

Distribution:

- Created chains of distributions system for B.M.S. business in Egypt & S. Arabia which achieved over 10% market share in Egypt.

PROFESSIONAL EXPERIENCE

- **NERHADOU INTERNATIONAL** PRESIDENT 1997 – 2005
- I established a small family business for manufacturing marketing & sales of dietary supplements & natural medicine (Alternative Medicine) since I am believing that this new business segment is a very promising and growing part in the pharmaceutical business future .
- I delegated most of activities to the two vice presidents
- (a) Nervana Mohsen Shalaby for finance, administration, logistics and customer service.
- (b) Mohamed Mohsen Shalaby for marketing & sales and operation
- Nervana is an American university graduate with M.B.A.
- Mohamed is a pharmacist well trained by me.

- **BRISTOL MYERS SQUIBB** Consultant 1996 – 1997
- Due to personal reasons I asked for early retirement by the age of 55 and got a consultancy agreement with B.M.S. till I reached the age of 55 years.

- **BRISTOL MYERS SQUIBB** Vice President Middle East 1992 – 1996
- Getting approval of top management to upgrade the old SQUIBB plant in Egypt, and building an extension to accomadate the new consolidated business with a total cost of U.S. \$ 16 Million.
- Consilidate all the local manufacturing of B.M. products within B.M.S. plant.
- Developed a corporate culture which focused on the new image of BRISTOL MYERS SQUIBB and team building by cultivating a sense of team spirit within the organization.
- Established with SPIMACO in Saudi Arabia a strategic alliance agreement for the local manufacturing of some BMS products to ensure the availability of these products in S .Arabia huge tender business and avoid competition.
- Developed well balanced succession plan and executed with the human resources department all training needs recommended for each key manager to be ready for his future job.

- **BRISTOL MYERS SQUIBB** general manager Middle East 1989 – 1992
- I was elected as the general manager Middle East of BRESTOL MYERS SQUIBB after the merge.
- Excellent consolidation of the business of the two companies in the area under one management.
- Excellent, fair & peaceful treatment for the redudent employees.
- Cutting expenses dramatically and improve profitability.
- Created a comprehensive marketing plan for the new product – mix to avoid canbilization.
- Established a cost effective distribution system of the consolidated business in all the Middle East countries.

- **BRISTOL MYERS** general manager Middle East 1986 – 1992
- Moved to Brussels in the head quarter of Europe, Middle East and Africa division.
- Managing the business in 22 countries in the Middle East & some African countries.
- Developed a unique marketing strategy for B.M. anxiolytic Buspar which was known in the company as "shalaby's concept".
- Improved productivity / head in all Middle East countries at all levels.
- Was elected as the best general manager in Europe, Middle East and Africa division.
- Keeping the same record of success in Egypt and develop the business dramatically in the other markets.
- By 1988 I moved the Middle East office to Cairo and created a totally new organization in the area of finance, administration & I.T.
- Late 1988 Bristol Myers & Squibb has entered in to the first merge in the pharmaceutical business.

- **BRISTOL MYERS** general manager Egypt 1976 – 1985
Started the business with a negative button line of U.S. \$ 250.000. Build a Complete Business organization and excellent sales strategy for the imported products. Established A strategic alliance agreement with a public sector pharmaceutical company for the manufacturing of B.M. antibiotics.

Almost a complete monopoly of the antibiotic and anti cancer business Segments in Egypt, covering over 90 % of the market demand during two years.

- Establish all company products either pharmaceutical. Consumer or nutritional business.
- Mum roll-on & spray were the market leader for deodorants.
- Ingram shaving cream was the market leader in its segment.
- Launch Clairol hair coloring mainly nice'd easy.
- Herbal essence shampoo was among the first five shampoos in the market.
- Enfamil baby mother's milk was among the top three mother's milk.
- All pharmaceutical products were available either through importation of finish goods or Local manufacturing with our strategic alliance.
Reached 8 % of the total Egyptian budget for importation of finished goods in the Pharmaceutical segment.
- Launched all Mead Johnson (a division of B.M.) Nutritional products in Egypt with great success.
- **BRISTOL MYERS** country manager Libya 1970 – 1975
Again established excellent work organization perceiving first class business & market share (In spite of the pharmaceutical business was nationalized in Libya in may1971) started the business with U.S \$ 30.000 sales in 1969 reaching U.S. \$ 6 Million Sales in 1975.

- **HOECHST ORIENT EGYPT.** 1964 - 1970
Joined as medical rep. then promoted to assistant for the scientific office Manager.

During this period I contributed in the successful launch of daonil (Anti – Diabetic) in the Egyptian market.

Established excellent work force in a lean organization.

Established excellent training program for new Med. Reps hired to work in the middle East countries, by mere chance the Med. Rep. worked in Libya was so much successful Which was the main reason behind the offer I received from Bristol Myers to work in Libya.

- Tutor at faculty of pharmacy Riyadh S.A 1963
- Due to political disbutte between Egypt & S. Arabia at that time I was not able to travel.
- Tutor at faculty of pharmacy Cairo 1962 – 1963

Education and Continuing Professional Development

- B. Of pharmacy & pharmaceutical chemistry 1962
Cairo University.
- Advanced management (eq. To M.B.A.) 1984.
Insead Font blow – Paris.

Relevant Training Courses

- More than forty development training programs in very high caliber institutes world wide, on top of these programs is :
 1. Harvard / B.M.S. advanced mang. U.S.A.
 2. Dartmouth University U.S.A.

Other Activities

1. Member of Giza Rotary Club. Elected as a president of the club in 2000
2. President of the Egyptian society for dietary supplement & natural medicine.
3. The head of the division of the dietary supplement and natural medicine at the Industrial chamber of pharmaceuticals of the Egyptian Industrial union.
4. Member of public committee of Vacsera company in Egypt (Multi Million Company for the production & Marketing of vaccines, insulin & Bio – tech products.
5. Share holder and founder of Hebi Raw material company Egypt (Multi Million Company for the production of cephalosporin's Raw material and Insulin crystals from E. coli).

Language Skills

Arabic	Excellent
English	Excellent
French	Fair

Interests

- Social activities to serve the community, reading, occasional lecturer on different subjects including " Management " " Pharmaceuticals " and " Alternative Medicine "
- Marital states: Married with tow daughters & Son.
- Date of Birth: May 29,1942