

Cristina Pârlog

Personal statement

A highly professional, dynamic, impeccably presented and driven Product Manager with vast experience of maximizing the awareness, sales and profitability of recognizable brands. Experience of working in a fast-paced environment and able to quickly understanding the mission, vision and values of a brand. Possessing a proven ability to work within a brands-guidelines and create an image that is up to date and right for its audience. Creative and analytical thinker with ability to create dependable financial models, forecasting predictions and competitive analysis. Now looking for a new and challenging managerial position, one which will make best use of my existing skills and also further my professional development.

Achievements

Tripling the sales of one product in 2 years after price cut imposed by Ministry of Health

- Increase the market share of the product from 14% to 40% in 4 years
- Increase the sales in volume by 60% of another product in 2 years after price cut imposed by law
- Successfully launched new drug and achieve 9% market share after first year

Qualifications

- Admirable experience in managing advertising campaigns and developing strategies and products accordingly
- High knowledge of various product categories
- Huge knowledge of marketing techniques and procedures
- Immense ability to develop and apply strategic principles
- Exceptional ability to manage multiple projects
- Ability to develop and apply strategic principles in relation to varied business activities
- Outstanding skills to develop products and marketing plan for same

- Ability to identify, evaluate and develop new product opportunities
- Ability to drive consensus among divergent groups
- Ability to prioritize projects against limited time and financial resources

Employment History

MEDICAL DIRECTOR at Antibiotice SA - Iasi
April 2020 - present

Duties and Responsibilities:

- Planning, organizing and coordinating the activity of the structures within the Medical Department, in accordance with the company's development strategy
- Supervise the inclusion in the manufacturing/research programs of new, reformulated products or line extensions
- Communication and maintenance with national and international regulatory authorities in order to successfully complete authorization/re-authorization procedures
- Approve standard operating procedures (general, clinical and analytical)/ working instructions for coordinated structures
- Responsible for substantiating the proposals of specific annual plans and expenditure budgets for directives, by correlating with the draft annual plan of the company and the draft BVC, taking into account the objectives deriving from the strategic plan
- Responsible for ensuring a sustainable and marketable portfolio, its expansion and optimization depending on the evolution of the market and therapeutic trends, supporting the development strategy of the company in competitive conditions
- Approving the planning of authorizations / re-authorizations of medicines for human use, veterinary, food supplements and cosmetics, medical devices in the portfolio in the country and abroad
- Making sure that the communication and maintenance of links with national and international regulatory authorities in order to successfully complete the authorization / re-authorization procedures

PRODUCT MANAGER at Berlin-Chemie Menarini Group
May 2010 - April 2020

Main responsibility: managing the product throughout the product lifecycle, gathering and prioritizing product and customer requirements, defining the product vision, and working closely with senior managers to deliver winning products.

Duties and Responsibilities:

- Maintaining close contact to KOL and decision factors in cardiology community
- Profit & Loss responsibility
- Articulating the company's distinctive competence & the product's uniqueness
- Monitoring and analysing a brand and competitors' performance to identify Strengths, Weaknesses, Opportunities and Threats ((special projects, pharmacy campaigns, positioning and messages to doctors, symposia, round tables, presence at congresses)
- Expertly handled sales budgets, which entailed evaluation of sales methods, identification of sales targets, and monitoring of actual performance
- Ensuring profit targets are achieved, margins maintained & expenses controlled
- Managing the planning and execution of sales and marketing initiatives toward the achievement of revenue targets
- Leveraged excellent skills in developing product-specific campaigns, promotions, and collateral within allotted marketing budget
- Proactively performed business forecasting on a monthly basis in conformity with all established policy
- Developing annual brand plans
- Attending trade fairs, exhibitions and conferences to promote brands
- Organising local or satellite symposia at national congresses
- Preparing commercial campaigns in order to overcome generics push strategy at pharmacy level
- Provided promotional support to sales and marketing campaigns in an effort to increase customer base

PRODUCT MANAGER at Antibiotice SA
January 2004 - May 2010

Duties and Responsibilities:

- Analysing the markets, identifying market opportunities, developing product plans, including pricing strategies, sales plan and implementing strategies
- Working close together with other departments (regulatory affairs, logistics, sales) in order to identify business opportunities and problem areas
- Coordinating, training and evaluating the Medical Representatives
- Launching the cardiovascular portfolio in June 2007

Education

Cardiovascular Disease Institute Prof Dr George I.M. Georgescu Iasi - Senior physician in cardiology, 1997 - 2002

University of Medicine and Pharmacy „Grigore T. Popa” Iasi - MD, Medicine, 1990 - 1996

- Marketing training - Marketing Guide, Expand Health - Marketing training - Impact and presence in medical promotion, Expand Health

- Market Segmentation - Codecs - Marketing training - Codecs - Negotiation in Pharma - Codecs

- JS Training Limited UK - Mervyn Simmonds - Marketing Excellence - part 1, part 2 & part 3
