

PERSONAL INFORMATION

Name: Enas Hani Abu-Qudais

Gender: Female

Nationality: Jordanian

Date of Birth: June 06, 1988

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EDUCATIONAL BACKGROUND

- **2011: Master of Marketing**

Kingston University – London

MASTER THESIS: Public perception towards direct to consumer advertising (DTC) in the UK Pharmaceutical sector.

- **2010: Bachelors of Pharmacy**

Jordan University of Science and Technology

- **2005: General Secondary Education Certificate/Scientific Stream** Yarmouk Model School

EMPLOYMENT HISTORY

October 2016 – Present/ Lecturer at Philadelphia University/Pharmacy Faculty/ Amman-Jordan

Lecturer in Marketing

- To teach undergraduate courses delivered by the Department Specifically Marketing Topics
- Successfully managing a large number of students per class and per semester
- To undertake research, either as an individual or with colleagues, of a level and quality that will result in regular publication in internationally-rated journals.
- To undertake appropriate course and course material development.
- To undertake administrative duties as directed by the Head of Department.
- To represent the Department at conferences and seminars.
- To promote the image and reputation of the Department and School in the wider academic and business community.
- Being a part of the Alumni committee and arranging reunion events

November 2014 – July 2016 / Territory sales manager/ Ophthalmology department at Medicals International/ Amman- Jordan

- Responsibility for the ophthalmology market in Jordan.
- Promoting the ophthalmology product portfolio.
- Visiting ophthalmologists according to a specified cycle.
- Conducting demos on the machines.
- Attending surgeries with doctors and assisting them.
- Organizing Conferences and workshops.
- Establishing strategies to increase market penetration.
- Expanding the customer data base and looking for new potentials.
- Market research and competitor analysis.
- Negotiating quotations and deals with customers.

August 2013 October 2014 /Territory sales manager / Aesthetic department at Medicals International / Amman- Jordan

Main Duties (responsibility of the department form A-Z)

- Establishing the new department from scratch introducing the new products portfolio
- Scanning and searching the market to create the customer data base and organizing the field Cycle.
- Promoting the assigned product to the target audience (dermatologists)
- Creating strategies and ideas in order to penetrate the market
- Analyzing the market situation and create solutions to convert weaknesses to strengths.
- Following up with clients to insure their satisfaction.
- Organizing Conferences and workshops
- Registration and Regulatory connections with the JFDA for the new products

January 2012 – December 2012 / Marketing officer at PharmaQuest JO / Amman- Jordan

Main Duties:

- Identify and develop marketing objectives and strategies in order to achieve higher productivity and sales.
- Identify the potential markets in order to expand the customer database.
- Maintain the relationship with the existing clients and create positive relationships with the new ones.
- Strategic and marketing planning
- Preparing Quotations.
- Creating agreements and MOUs with clients.
- Main contact point between the clients and the company. -Customer service. - Development of web and print content. -Surveys and questionnaires development

September 2011 – November 2011 / Marketing and sales at Proback clinics / London- UK

Proback clinics Provide spinal wellness care for their patients using new medical device for correcting the spine.

The position entitled to:

- Identify the potential target customers for the service.
- Pitching for the targeted audience and explaining how the medical device work (face to face marketing) .
- Achieving a specific target for a day
- Training on Scenarios on how to explain and market the service for the customer.

June 2008 – September 2008/ Pharmacist Trainee at Pharmacy One/ (Jordan)

- Dispensing medicines for patients.
- Checking products and their Batch numbers.
- Communicating with the other branches

LANGUAGES

- **Arabic:** Mother Language
- **English:** Fluent in speech, writing and reading
- **French:** Basic level

Skills

- Management and organizational skills.
- Negotiation skills.
- Focus groups and Market research.
- Corporate Communications.
- Direct Marketing.
- Quotations and Pricing.
- Software tools: SPSS, MS office software, Adobe Photoshop, Visual Basic, Microsoft teams, Moodle.

Activities and Certificates

- New courses planning (2017-2020)
- QA committee (2019)
- Kingston University Ambassador for Jordan (2015)
- Creator and Admin of the Facebook page of Kingston Alumni.
- Oertli Sales Training in Berneck, Switzerland (2015)
- ICL Staar professional Training in Beirut , Lebanon (2015)
- Cutera workshop with the association of Jordanian Society of Dermatology (2014)
- JSDV for dermatology conference (2014)
- Cutera workshop for Vascular specialists workshop (2014)
- JEDCO workshop for discussing the development of corporations (2012).
- SABEQ –USAID workshop “Go to the Market” (2012).
- JFDA workshop for negotiating topics concerns the pharmaceutical industry in Jordan (2012).
- 3rd Central and Eastern European Conference on Health and the Environment (CEECH) in Cluj-Romania (2008).

INTERESTS

- Tennis, Travelling, classical Music

REFERENCES

Available upon request.