

REBRANDOLOGY REVISIT FOR RELEVANCE

Pharma Brand Management in a changed world!



DR. ASHFAQ AHMED
PHARMACEUTICAL BRAND MANAGEMENT
CONSULTANT

Dr. Ashfaq Ahmed is an inspirational marketer with more than two decades of commercial business experience in the pharmaceutical and FMCG industry. What brings to any organization is highlighted in his personal tagline:

**BUILDING BRAND TEAMS, INSPIRING STRATEGIC EXCELLENCE
GENERATING RESULTS**

He is a relationship-driven marketing and sales professional who nurtures and empowers the brand teams to deliver unprecedented bottom-line results.

Dr. Ashfaq is a progressive business driver whose results are measured not only in the impressive numbers he delivers but also in the dedication and commitment his brand teams offer. His mission is to develop top performing brand teams and empower them to become integral members focused on the organization's growth.

Dr. Ashfaq - a Strategic Consultant can help at your side to provide advice on the challenges you face in today's scenario. Create realistic action steps for your brand management team, new brand launches, innovative ideas and activities for your new promotional campaigns.

Dr. Ashfaq has played an active role at senior management positions in Pakistan and internationally in Glaxo Smith Kline, Abbott, Novartis, Hilton, Nestle, PharmEvo. He is also an Advisory Consultant for Guide Point UK.