



## MASRI NAOUFEL

**ID CARD NUMBER :** 03979513

**DATE AND PLACE OF BIRTH :** 08/11/1975 in Mahdia

**NATIONALITY :** Tunisian

**CURRENT EMPLOYER :** Founder & CEO of PHARMA CONSULT

Founder & Director of PHARMA FORMATION

Public  Private

**EMPLOYER'S ADDRESS :** 10 Avenue Habib Bourguiba Imm Zephyr B 3-1

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### AREAS OF EXPERTISE :

**DR NAOUFEL MASRI :** CEO **PHARMA CONSULT** and DG **PHARMA FORMATION**

**DR NAOUFEL MASRI ( Consultant Trainer \* In Francophone AFRICA)**

**CONSULTANT :** It is through the 15 years ago in the multinational company that he has developed the consultant experience in medical promotion, marketing and pharmaceutical management at the national & international level, sales "business development" and human resources.

**FORMER :** Expert in Professional training of medical visitor in the company graduated from the University of Paris12 (France). He is trained in communication and personal development tools: assertiveness, Transactional analysis, NLP and emotional intelligence, Training expert (CIP & TEC)

<https://pharmaconsult-tn.com/naoufel-masri/>



### ADDITIONAL STUDIES AND TRAINING :

Nature of studies and	Establishment	Period		Diploma/certificate
		Of	At	
Doctorate	Monastir Faculty of Medicine (FMM)	1996	2002	Doctorate in general medicine / 2002
MEDICAL INFORMATION	Paris-Est Créteil University (UPEC)	2003	2004	Expert in professional training of medical visitor
Master in Medical Biotechnology	Higher Institute of Biotechnology of monastir	2004	2006	Master in Biotechnology Pharmaceutical Industry / 2006
Training of Trainers	Training center	2009	2009	Certificate: Trainer / 2009
Modern Leadership Strategies	Training center	2010	2010	Certificate: LeaderShip / 2010
Designer trainer	Training center	2011	2011	Certificate: designer trainer / 2011
NLP: Neurolinguistic programming	Training center	2012	2012	Certificate: PNL / 2012

QHSE	Training center	2013	2013	Certificate: ISO 9001/ ISO 14001 / ISO 45001 Hygiene
HACCP ISO 22000	Training center	2014	2014	Certificate: HACCP ISO 22000/2014
Good laboratory practices / Good practice	Training center	2016	2016	Certificate: BPL / BPF / 2016
Skills development	Training center	2017	2017	Certificate: Communication , teamwork / 2017



## PROFESSIONAL EXPERIENCE :

Employer organization	Positions held	Périod	
		Of	At
Medical promotions agency  <b>MC PHARMA</b>  Laboratories: - Siphat Laboratory (Tunisia) - Opalia Laboratory (Italy) - Medis Laboratory (Tunisia) - Ordesa Laboratory (Spain) - Saiph Laboratory (Arabic) - Grimbergue Laboratory (France) - Biodim Laboratory (Italy) - Janssen Laboratory (USA) - Sanofi Laboratory (France) - AstraZeneca laboratory (sweden-british)	<b>Sales and Marketing Department</b>  Coordinator of medical promotion at MCpharma responsible for the promotion of the medical range of 6 laboratories:  . Siphat Laboratory (SUPRAMYLASE / ANALGAN EXTRA) . Opalia Laboratory (ACICLOVIR / SAVEROL GEL / TALLIS / FLUSKIN) . Medis Laboratory (CIPRO / DEXA / TRAMADIS / PIROXEN / GENTA) . Ordesa Laboratory (SYMBIORAM) . Saiph Laboratory (FALOXIM / ZENOX / OSPEN / OMEZOL / SAIFORAL) . Grimbergue Laboratory (CARBOSYLANE / ACTISOUFRE / SOLACY)	January 2006	December 2009
OPALIA Laboratories	<b>Sales and Marketing Department</b>  Coordinator of medical promotion at OPALIA responsible for the promotion of the BU1 range  The BU1 range: DIAMEZID, MOMENT100, DERMOSONE, DERMOSALIC, FLUDERME, PRILIA, AMUSTIL, TILL, ECOREX, ARHIN, VAGILEN	January 2010	December 2013

MEDIS Laboratories	<p><b>Sales and Marketing Department</b> Coordinator of medical promotion at MEDIS Laboratories responsible for product promotion:</p> <p>IRYS (Glimepiride), ATOR (Atorvastatin), CANDYS (Sucralose), LOSAR-COLOSAR (losartan), ESORAL (esomeprazole), IPPROTON (omeprazole) VIADIS (sildenafil), VITALIS (Tadalafil) ADEX LP (indapollCamide) (by STOPacetALGGG), ....</p>	January 2014	June 2018
<p><b>PHARMA CONSULT</b></p> <p><b>PHARMA TRAINING</b></p>	<p>Founder and CEO of Pharma Consult Tunisie</p> <p>Director General of PHARMA FORMATION: Private practice for continuing education in the pharmaceutical industry Approved by the Ministry of Vocational Training and Employment under registration number 12-802-19</p>	June 2018	Nowadays

### SIGNIFICANT EXPERIENCE IN CONTINUING EDUCATION:

Training topics	Entreprise bénéficiaire	Target population	Périod	
			Of	At
University teacher in charge of the "Professional training of pharmacy technicians" department	* In French-speaking AFRICA	- Pharmacy preparers	2006	Nowadays
<p>* Better communication thanks to the DISC: Knowing the profiles of doctors</p> <p>* Communication techniques</p> <p>* Effective Interpersonal (CIE)</p> <p>* Sales techniques</p> <p>* Assertiveness</p> <p>* Non-verbal communication</p> <p>* The theory of multiple intelligences</p>	<p>* In French-speaking AFRICA</p> <p>- Pharmaceutical Laboratories</p> <p>- Medical promotion agency</p> <p>- Parapharmaceutical Laboratories</p> <p>- Pharmacies</p>	<p>- Medical delegates</p> <p>- Medical Visitors</p> <p>- Visitors Pharmacy</p> <p>- Pharmacy facilitators</p> <p>- Supervisor</p> <p>- Product manager</p> <p>- BOW</p> <p>- Export Manager</p> <p>- Marketing director</p> <p>- Head of range</p> <p>- Medical Director</p>	2006	Nowadays

## PHARMA CONSULT

1/ Pharmaceutical Consulting In Francophone Africa (Project Studies, Export, Events and Communication)

2/ Professional Health And Pharmaceutical Training In Francophone Africa.

3/ Medical Tourism In Francophone Africa

PHARMA CONSULT federates an international network in Francophone Africa of expertise in promotion & pharmaceutical production and medical tourism in Tunisia.

PHARMA CONSULT works with an international network in Francophone Africa, partners carefully selected and which shares the same values of quality, expertise and flexibility.

**French speaking Africa :** Tunisia, Algeria, Morocco, Benin, Togo, Cote d'Ivoire, Burkina Faso, Niger, Mali, Mauritania, Senegal, Gabon, Guinea Conakry, DRC, Cameroon, Chad, Congo-Brazzaville, Djibouti, Rwanda and Central African Republic

## 1/ CONSULTING PHARMACEUTIQUES EN AFRIQUE FRANCOPHONE

- **Pharmaceutical Promotion Consulting :** (market research, AMM / AMC and CRM) Pharma Consult is a company specializing in pharmaceuticals with strong expertise in international and export activities, particularly in French-speaking AFRICA, with more than 3 years of experience.

Our mission is to advise, assist and support pharmaceutical companies to enable them to access export markets and promotion in **French-speaking AFRICA countries.**

**Market study :** sales forecast over 3 to 5 years for each DCI

**CRM :** for the promotion follow-up, our CRM is the ideal solution for the follow-up of the reports of your medical representatives and pharmaceutical visitors to promotion agencies in countries where you have opted for EXPORT, our solution is simple, intuitive and fast!

**AMM / AMC :** Product registration is an essential step for laboratories before any activity and each country has specific requirements on this subject, the Regulatory Affairs department PHARMA CONSULT & Le Réseau en AFRICA francophone is responsible for setting up, from a standard file provided by the laboratory, a file in accordance with the requirements of each country.

### - **Pharmaceutical manufacturing consulting:**

Our mission is to advise, assist and support pharmaceutical companies to enable them to access export markets in the country and to launch pharmaceutical manufacturing units in **French-speaking AFRICA**

Studies and project management in **French-speaking AFRICA**

Consulting in pharmaceutical galenic research & development in French-speaking AFRICA

Consulting in business strategy in **French-speaking AFRICA**

### - **Le Consulting in COMMUNICATION:**

Pharma CONSULT (COM): specialized in the professional organization of Digital distribution, broadcasting or TV / RADIO communication, works, documents, written, visual, audio or audiovisual messages. Created 3 years ago, our Pharma CONSULT (COM) firm provides you with its expertise to support you throughout your project.

A MEDIA SPACE Magazine: Health Magazine in **French-speaking AFRICA**

Actualités Médical § L'actualité des entreprises du médicament .....

### - **Event Consulting:**

Pharma Consult (EVENTS): specialized in the professional organization of events, in particular Pharmaceutical and medical in **French-speaking AFRICA**

Created 3 years ago, our Cabinet Pharma Consult provides you with its expertise to support you throughout your project.

We can meet all your challenges: recurring congresses or one-shot events, seminars of one or more days, symposium, working meetings or even administrative management of your association.

## **2/ FORMATION PROFESSIONNELLE SANTÉ ET PHARMACEUTIQUE EN AFRIQUE FRANCOPHONE.**

**PHARMA TRAINING** : Private Center for Continuing Education in the Pharmaceutical Industry Approved by the Ministry of Vocational Training and Employment under registration number 12-802-19 Online training in the following countries:

in **French-speaking AFRICA**: Tunisia, Algeria, Morocco, Benin, Togo, Cote d'Ivoire, Burkina Faso, Niger, Mali, Mauritania, Senegal, Gabon, Guinea Conakry, DRC, Cameroon, Chad, Congo-Brazzaville, Djibouti, Rwanda and Republic Central African

**PHARMA TRAINING** Launches training courses for professionals working in pharmaceutical, cosmetic, or medical device laboratories and who wish to train in the various themes offered, according to their sectors of activity.

**PHARMA FORMATION** organizes intra and inter-company training in **French-speaking AFRICA** on different themes:

- The audit
- Development
- The quality system
- The regulatory matter
- Safety and the environment
- Vigilance
- Medical information

### 3/ MEDICAL TOURISM IN FRANCOPHONE AFRICA

Pharma Consult relies on a network of collaborators & experts: highly qualified freelance consultants with significant experience in the field of Medical Tourism in order to respond effectively to clients' needs.

All patients from **French-speaking AFRICA** are treated in the best clinics in Tunisia.

Our support team is made up of professional consultants with more than 20 years of experience as well as Doctors in all specialties:

- **Cosmetic Surgery** (Face surgery, Breast surgery, Silhouette surgery, Intimate surgery, Hair transplant)
- **Aesthetic Medicine** (Botox, Hyaluronic Acid, PRP, Laser treatments)
- **Assisted Reproduction** (Artificial Insemination, In Vitro Fertilization, ICSI, Testicular Biopsy)
- **Dental surgery** (Dental veneer, Dental implant, Dental prosthesis, Teeth whitening)

Our role is to coordinate between the patient and the team of Doctors for the appointment, for the consultation of the file, for the medical follow-up and for the surgeries if necessary.

Commitment: I, the undersigned **Dr Naoufel Masri**, certify that the information provided above is correct

**Established on**  
: 19/11/2020