Amr Ashmawy

CLINICAL MARKETING & SALES ENABLER

Dubai, UAE | +971 55 546 1918 | Amryasser3311@yahoo.com | UAE Golden Visa Holder

Professional summary

Clinical marketing professional and sales enabler with 5+ years in the UAE and MEA medtech sector, supporting key accounts. Builds relationships with healthcare decision-makers, enables sales through campaigns, lead management, and tender and distributor support, and contributed to closing key hospital accounts. Pharmacy and clinical background that builds trust and strengthens account support and closing.

Core strengths

Key Account Support · Relationship Building · Clinical Marketing · Sales Enablement · Sales Support · Tender Support · Distributor Support · Product Launches · Campaign Management · Lead Management · Market Expansion · Customer Training · Clinical Product Knowledge

Experience

Becton Dickinson (BD)

2023–2025 **Clinical Marketing Specialist — Pyxis & Cato | MEA**

- Supported key accounts, developing strong relationships with healthcare decision-makers while ensuring regulatory compliance.
- Enabled the sales team across the MEA region with clinical expertise, presentations, and demos for the Pyxis portfolio sold to hospitals.
- **University Hospital of Sharjah (FY24) —** Supported the sales team with clinical and product expertise that helped bring UHS on board as a customer.
- Supported distributors across the MEA region through partner onboarding and helping them expand market reach.
- Supported tenders with hospitals and healthcare institutions — specifications, submissions, and negotiations.
- Executed product launches and sales strategies to support revenue growth, pipeline building, and brand visibility.
- Ran marketing campaigns and managed leads, handing qualified opportunities to the sales team to build pipeline.

2021–2023 **Clinical Marketing Specialist — Pyxis | MENAT**

- Supported tenders by assessing specifications and aligning Pyxis to customer requirements.
- **CHU Agadir (FY23) —** Positioned Pyxis against competing offers across the tender specifications, presentations, and demos, the differentiation that carried the account to a win.
- **EHS Hospitals (FY21) —** Partnered with sales on the tender, turning clinical needs into a compelling case for Pyxis over the competition, which helped secure the account.
- Contributed to closing deals by advising customers on the right configurations to meet their needs.
- Delivered hands-on customer training for pharmacy staff on Pyxis usage.
- Provided clinical consultation on workflow optimization and integrating ADCs into hospital practice.
- **Al Jalila Children's Hospital, AJCH (FY22) —** Deepened the customer relationship after go-live by optimizing workflows and enhancing overall Pyxis usage, paving the way for an upsell.
- Conducted market research to identify new sales opportunities and competitive differentiation.

Experience

SearchLight

2020–2021 **Medical Research Specialist**

- Conducted structured surveys and interviews with physicians across therapeutic areas, building a strong HCP network.
- Collected, validated, and analyzed medical data, maintaining strong doctor relationships for high-quality insights.

Experience

Leo Pharma

2019–2020 **Medical Sales Representative — Wound Care**

- Launched and grew sales of a new wound-care line (Fito cream) across the territory.
- Built the customer base across dermatologists, wound-care nurses, surgeons, and pharmacies to drive sales and repeat orders.
- Delivered clinical presentations on wound-care management to win new accounts and gather market feedback.

Languages

English Fluent Arabic Native speaker

Education

2014–2018 **Ajman University** — Pharmacy

2010–2014 **American International School** — American Diploma