

YASSER MOUSSA

Business Development Manager | Key Account Manager
Medical Devices & Diagnostics

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UAE Driving License - Immediate availability



PROFESSIONAL SUMMARY

- Results-driven Business Development and Key Account Management professional with 15+ years of experience across medical devices, diagnostics, pharmaceuticals, and healthcare commercial operations in the UAE and Egypt.
- Proven track record of establishing commercial operations from market entry to annual revenue exceeding AED 2M, while developing distributor networks, expanding healthcare markets, and managing strategic accounts across leading healthcare providers.
- Successfully grew annual portfolio revenue from EGP 1.5M to EGP 5M and ranked #1 Sales Performer nationally for five consecutive years through strategic business development, territory expansion, and customer relationship management.
- Experienced in product launches, distributor development, key account management, clinical support, healthcare stakeholder engagement, sales forecasting, CRM, and commercial execution.

CORE COMPETENCIES

- Business Development & Market Expansion
- Key Account Management & Healthcare Stakeholder Engagement
- Medical Devices, Diagnostics & Product Launches
- Distributor & Channel Development
- Sales Forecasting, CRM & Commercial Performance Analysis

EXPERIENCE

KEY ACCOUNT MANAGER | MEDICAL DEVICES & DIAGNOSTICS

CORE HEALTH | UAE | MAR 2023-JUNE 2026

- Established the UAE commercial operation from market entry, securing strategic supplier partnerships and contributing to product registration activities that enabled successful market entry.
- Built the business from launch to annual revenue exceeding AED 2M through strategic account development, distributor network expansion, and commercial execution.
- Managed strategic healthcare accounts including Aster DM Healthcare, NMC Healthcare, Burjeel Holdings, and Emirates Hospital Group.
- Developed long-term relationships with procurement teams, physicians, Key Opinion Leaders (KOLs), and executive stakeholders to accelerate product adoption and account growth.

- Delivered product presentations, clinical demonstrations, and customer training sessions to support successful product launches and clinical adoption.
- Developed account growth plans, sales forecasts, and pipeline reviews to identify opportunities and support commercial decision-making.
- Represented the company at medical conferences, workshops, and industry events to strengthen market presence and generate new business opportunities.

SENIOR SALES SUPERVISOR | DIABETES CARE & CONSUMER HEALTHCARE

EG-MED | EGYPT | JAN 2013-DEC 2022

- Grew annual portfolio revenue from EGP 1.5M to EGP 5M through strategic account development and territory expansion.
- Ranked #1 Sales Performer nationally for five consecutive years, consistently exceeding commercial targets.
- Led, coached, and performance-managed a team of three Sales Representatives through field coaching, KPI reviews, and performance development.
- Developed annual business plans, sales forecasts, and territory growth strategies based on customer needs and market opportunities.
- Managed distributor, wholesaler, pharmacy, and hospital relationships to strengthen channel performance and market coverage.
- Reactivated dormant accounts, generating incremental revenue and expanding customer penetration across assigned territories.
- Monitored sales performance, customer insights, and competitive activities to optimize commercial execution.

EARLIER SALES EXPERIENCE

SENIOR SALES REPRESENTATIVE | EG-MED | EGYPT | AUG 2011-DEC 2012

SALES REPRESENTATIVE | MARCYRL PHARMA | EGYPT | JAN 2010-JUL 2011

SALES REPRESENTATIVE | OCTOBER PHARMA | EGYPT | OCT 2006-DEC 2009

- Progressed through pharmaceutical sales roles of increasing responsibility, building strong expertise in territory management, customer engagement, healthcare stakeholder relationships, and commercial sales execution.

EDUCATION

MBA, International Business

Arab Academy for Science and Technology | 2016-2018

Bachelor of Science, Microbiology

Tanta University | 2002-2006

LANGUAGE

Arabic: Native

English: Full Professional Proficiency

