

Khatuna Gabisiani

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Education & Training

May 2006

Hans Sachs School of Advanced Studies

Intensive course of Marketing-Marketing consultant

Dec 1997 – 2001

Georgian National Academy of Sciences, Ph.D

Institute of Medical Biotechnology

Post-graduate study in Allergology and Immunology,

Sep 1986 – Jun 1991

Tbilisi State Medical University

Ms, Faculty of Pharmacy, Pharmacist

Employment

Oct 2012 – Apr2014

Merck Serono

Pharmaceutical company (Germany)

Manager of Reproductive Direction

- Market analysis, competitor analysis, business and marketing plans, In Vitro and reproductive clinic's selection and monitoring; preparation and monitoring of orders and invoices.
- Communication with OL's, organization of round tables, management, sales and marketing of the products, monthly sales report, organization of participation of Georgian doctors at International Conferences.
- Merck training-Tbilisi, Istanbul, Dubai.

Jan 2007 – Mar 2012

Prestige ltd

Largest perfumery retail network – „Ici Paris” in Georgia

Head of the Parapharmacy and Dermo-cosmetic Department

- Responsible for: “Pierre Fabre Laboratories” (France), “Phyto” (France), “Mavala” (Switzerland).
- Establishment of Parapharmacy and Dermo-cosmetic department, organizational structure and planning, operation in two fields: Ici Paris and pharmacies of Georgia by applying different models of management and delivering trainings, preparing informational materials, supervising and managing brand manager, medical representative, pharmacy representative and perfume consultants; preparation of business and marketing plans, forecasts and reports.

- Intensive contact with producers; Round Tables and conferences, regular visits to France with Georgian dermatologists, allergologists and dermo-cosmetologists. Increasing the knowledge and testing of pharmacy and perfumery consultants about the products; business trips in regions and participation in regional conferences
- Introduction to Georgian market: Caudalie and Nuxe (both French).
- Directly managed three persons and supervised sales representatives (about 50 persons)
- Media advertisement
- Marketing Award for the best marketing innovations, International Marketing Seminar of Pierre Fabre Laboratories, Malta, 2008

Jan 2005 – Jan 2007

Pharmaceutical Distribution Company – MacroMed Trading Ltd

Head of the Marketing Unit

- Marketing plan, analysis, incentive schemes, training of medical and sales staff, cooperation with Protek (Russian distribution company)

Sep 2001 – Feb 2005

International pharmaceutical company – Solvay Pharmaceuticals (now Abbott Laboratories)

Medical Representative

- Introduction of Solvay on Georgian market; main target groups: cardiologists, gastroenterologists, pediatricians, gynecologists; regular medical and pharmacy visits, monitoring and supervision of distributors
- Media advertisement, regular seminars, weekly reporting to the headquarters in Moscow, Solvay trainings in Germany, Moscow, Greece

Jan 1994 – Dec 1997

Pharmimpex ltd (Georgian Pharmaceutical Producing Company)

Chief of Quality Control Laboratory

- Physical and chemical quality assurance and control of Pharmimpex products
- Reporting and supervision of laboratory and staff

Languages:

Georgian (native)
English (fluent)
Russian (fluent)