



RAHEEL SHEHZAD

PROJECT & BUSINESS DEVELOPMENT MANAGER — HEALTHCARE & TECHNICAL SALES

PROFILE

International business professional with 8+ years of experience across project management, product launches, business development, sales and cross-functional leadership in multinational healthcare and consumer organizations. Skilled in managing complex initiatives involving commercial, regulatory, medical, digital, IT and senior leadership stakeholders, with a strong record of converting strategic priorities into structured execution plans, clear governance, stakeholder alignment and business readiness. Combines a solid sales and market-development background with hands-on project leadership, making the transition into technical sales and project management for capital equipment a natural next step.

SELECTED STRATEGIC PROJECTS

Project & Launch Management | US Product Launch Program, Zambon

- Led cross-functional planning for a new product launch in the US market, coordinating commercial, regulatory, medical, digital and IT stakeholders.
- Co-developed a customized project management tool with Microsoft and internal IT to support launch governance, milestone tracking and stakeholder visibility.
- Managed launch timelines, decision points, risks, stakeholder alignment and leadership communication to support market readiness.

Project Lead | Zambon 120 Years – Camino de Santiago Corporate Initiative *May 2025 – Jun 2026*

- Led end-to-end project management for a strategic corporate initiative involving 240 participants, reporting directly to the Owner/President and the CEO.
- Coordinated logistics, participant management, supplier and agency coordination, internal communication, reporting and cross-functional alignment.
- Partnered with executive leadership and internal teams to deliver a high-visibility project connected to company culture and the 120-year anniversary.

PROFESSIONAL EXPERIENCE

Global Brand Manager – Spididol | Zambon S.p.A *Nov 2025 – Present | Milan, Italy*

- Lead global strategic initiatives for the Spididol (Pain) portfolio across 20+ international affiliates.
- Coordinate product launches, line extensions and innovation activities with commercial, medical, regulatory, digital and supply chain stakeholders.
- Develop leadership presentations, market recommendations, launch readiness outputs and performance reporting for senior stakeholders.
- Support affiliate engagement and commercial planning through market analysis, local input collection and execution follow-up.

Global Customer Engagement Specialist | Zambon S.p.A *Nov 2024 – Oct 2025 | Milan, Italy*

- Managed omnichannel engagement initiatives across 20+ affiliates with a focus on customer engagement, reporting and execution quality.
- Worked with Veeva CRM, dashboards, reporting tools and marketing automation platforms to track activities and support business decisions.
- Supported campaign execution across key international markets including Spain, Brazil and China.

Global Junior Brand Manager | Zambon S.p.A *Jun 2022 – Oct 2024 | Milan, Italy*

- Supported global launch readiness activities for healthcare portfolio initiatives, including market research, congress coordination and stakeholder engagement.
- Collaborated with commercial, medical and regulatory functions to prepare launch materials, project updates and international communications.
- Conducted market and competitor research to support commercial decision-making and launch planning.

Assistant Manager, Training & Branding | VIVO Pakistan *Sep 2018 – Aug 2019*

- Managed branding, training and promotional initiatives across Northern Pakistan.
- Supported product launches, regional communication activities and field-force engagement.

Market Development Executive, Sales | PepsiCo Pakistan *Feb 2017 – Aug 2018*

- Managed customer relationships and commercial execution within assigned territories.
- Identified growth opportunities, monitored market performance and competitor activity, and supported regional sales expansion.

CONTACT

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CORE STRENGTHS

- Project Management
- Business Development
- Product Launches
- Stakeholder Management
- Executive Reporting
- Market & Competitor Analysis
- Commercial Strategy
- Customer Relationships
- Sales Execution
- Cross-Functional Leadership
- International Business

TOOLS

- Microsoft 365
- Veeva CRM
- Dashboards & Reporting Platforms
- Project Management Tools

LANGUAGES

English — Fluent
Italian — Professional
Urdu — Native

EDUCATION

MSc International Business
University of Brescia
2019 – 2022

Bachelor of Business Administration
Institute of Management Sciences
2012 – 2016