



RAHEEL SHEHZAD

GLOBAL BRAND AND MARKETING MANAGER

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PROFILE

Global brand and marketing manager with experience across pharmaceuticals, FMCG and consumer electronics. Develop global brand strategies across 20+ affiliates and own a €2M+ marketing budget. Combine brand positioning, consumer and healthcare professional engagement, product launches and agency management with earlier leadership of teams of up to 23 people. Promoted into global brand management following experience in local marketing, rare diseases and customer engagement at Zambon.

CORE EXPERTISE

Brand strategy and positioning • Portfolio management • Consumer insights and segmentation • Global and local brand plans • Product launches • Omnichannel marketing • E-commerce activation • Budget ownership • Agency management • Market analytics • Matrix leadership

PROFESSIONAL EXPERIENCE

ZAMBON S.p.A. | Milan, Italy | Jun 2022 - Present

Global Brand Manager, Pain Portfolio

Oct 2025 - Present

- Own global strategy and annual brand plans for Spidifen, Spididol and Spididol Pocket/Spistick, defining positioning, segmentation, value propositions, messaging and communication platforms.
- Provide strategic direction to Brand Managers across 20+ affiliates; review and challenge local plans and use market evidence to align execution with global brand positioning.
- Own and execute a €2M+ marketing budget and manage approximately seven creative, media, research and digital agencies, setting priorities and directing campaign delivery.
- Use IQVIA and commissioned research to refine brand strategy and communications. Supported 8% portfolio revenue growth versus the prior year through revised campaigns and close execution support in key markets, including Spain and China.
- Oversaw the 2026 Spididol Pocket launch in Belgium; lead marketing launch readiness for ibuprofen/paracetamol in Spain and Portugal, planned for 2027.
- Develop e-commerce activation and a global social media guidelines toolkit; create consumer campaigns, HCP materials and field-force storytelling with Medical, Regulatory, Digital and affiliate teams.
- Present brand strategy and performance twice yearly to the Global Marketing Director, Business Unit Head, CEO and Country GMs; directly managed one intern at Zambon.

Global Customer Engagement Specialist

Oct 2024 - Sep 2025

- Developed customer journeys, segmentation, email campaigns and global engagement guidelines; trained and supported 20+ affiliates in local implementation and marketing automation.
- Across six markets and 19 campaigns/journeys, customer-journey open rate reached 63% in Jan-Aug 2025 versus 31% in the same prior-year period; monitored engagement through campaign analytics and KPI dashboards.
- Led research into the needs and attitudes of next-generation HCPs in Italy, Spain and France, including projections of workforce inflows and outflows through 2030.

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ZAMBON S.p.A. | Career progression continued

Global Junior Brand Manager, Rare Diseases

Jun 2023 - Oct 2024

- Built the pre-launch brand plan and disease-awareness strategy for Bronchiolitis Obliterans Syndrome, working with the US affiliate, Medical and Market Access on market preparation.
- Developed patient-journey, segmentation and KOL-mapping inputs; managed agencies and supported ERS, ATS and ATC congress activities. Disease-awareness work was used by the US organisation.

Z-Gen Graduate Programme, Initial Rotations

Jun 2022 - May 2023

Competitive two-year programme spanning analytics, Italian affiliate marketing and Rare Diseases.

- Italian Affiliate Marketing, Xadago | Dec 2022 - May 2023: supported brand planning, HCP campaigns, field-force materials, cycle meetings and promotional approvals for Parkinson's disease.
- Commercial Data Analytics | Jun - Nov 2022: built dashboards and commercial performance reports.

SELECTED LEADERSHIP PROJECT

Project Manager, Zambon 120th Anniversary

May 2025 - Jun 2026

- Selected by the CEO to lead an international Camino de Santiago initiative for 240 employees from HQ, plants and affiliates. Managed logistics and delivery of a five-day, 60 km programme in Spain; reported to the President and updated the CEO and Chief HR Officer at steering meetings.

EARLIER COMMERCIAL EXPERIENCE

VIVO Pakistan | Assistant Manager, Training and Branding

Sep 2018 - Aug 2019

- Led 23 direct reports, including four zonal managers and 19 territory managers, and coordinated three product launches and retail branding across Khyber Pakhtunkhwa.
- Expanded contracted points of sale from approximately 18,900 to 26,300 in one year; key accounts grew 9% versus the prior year. Trained 70+ employees on products and brand execution.

PepsiCo Pakistan | Market Development Executive

Feb 2017 - Aug 2018

- Managed 14 direct reports and a territory of 8,000+ points of sale served by two distribution centres; led retail execution, distribution expansion and in-store visibility.
- Delivered 27% year-on-year secondary sales growth; territory market share rose from 57% to 84% during the role through product availability, chiller placement and broader SKU distribution.
- Recognised with two Best Performer of the Quarter awards and a Sales Excellence Award.

EDUCATION

MSc Management, International Business | University of Brescia, Italy | 2019 - 2022

106/110. Erasmus thesis research at University of East London; exchange at West University of Timișoara.

BBA, Marketing | Institute of Management Sciences, Pakistan | 2012 - 2016

GPA 3.81/4.00; merit scholarship and Semester Topper Award. Mevlana exchange in Turkey, Sep 2015 - Jan 2016.

TOOLS AND PROFESSIONAL DEVELOPMENT

IQVIA • Excel • Power BI • Marketing automation • Google Analytics • Meta Ads • Google Ads • SEO/SEM • PowerPoint • Canva • Microsoft Copilot

Digital marketing training | Codematics Inc., Pakistan | Sep - Dec 2018

LANGUAGES

English C2 • Italian C1 • Urdu native • Pashto native