MARY OYIGOJA OGBAJI

Lagos, Nigeria | 09136898611 | ogbaji.mo@gmail.com

PROFESSIONAL SUMMARY

Healthcare sales professional with 11+ years of experience spanning pharmaceutical sales, healthcare products, medical equipment, territory management and team leadership. Proven experience in medical detailing, healthcare professional engagement, sales target achievement, customer relationship management, market intelligence and field sales execution. Currently a Branch Manager with responsibility for team coordination, branch performance and personal sales targets, while maintaining direct engagement with hospitals, physicians and other healthcare stakeholders. Previously worked as a Pharmaceutical Sales Representative, consistently delivering strong sales performance through effective product promotion, scientific detailing and territory management. Experienced in coaching sales personnel, monitoring KPIs, preparing sales reports and developing customer relationships that support sustainable revenue growth.

CORE COMPETENCIES

- Pharmaceutical Sales & Medical Detailing
- Area & Territory Management
- Team Leadership & Field Coaching
- Healthcare Professional Engagement
- Doctor & Hospital Relationship Management
- Product Promotion & Presentation
- Pharmacy & Distributor Engagement
- Market Intelligence & Competitor Analysis
- Sales Reporting & CRM Management
- Sales Strategy & Business Development
- Product Training
- Negotiation & Commercial Communication
- KPI Monitoring & Performance Management

PROFESSIONAL EXPERIENCE

MUTABELL NIGERIA LTD – Lagos, Nigeria
Branch Manager | July 2025 – Present

- Manage day-to-day branch operations while driving branch revenue, sales performance and customer development.
- Lead and coordinate sales activities, supporting team members with field planning, customer engagement and opportunity conversion.

- Maintain a personal sales target alongside branch management responsibilities, demonstrating continued hands-on involvement in business development.
- Build and maintain relationships with hospital management, physicians, biomedical engineers, procurement teams and other healthcare stakeholders.
- Conduct product presentations, demonstrations and clinical/technical discussions to support product adoption and sales conversion.
- Identify new business opportunities through hospital visits, market development and targeted customer engagement.
- Monitor sales activities, pipeline opportunities and team performance against agreed KPIs.
- Provide field guidance and coaching to sales team members to improve customer engagement and commercial execution.
- Gather and communicate market intelligence, customer feedback and competitor information to support management decision-making.
- Coordinate product training and educational engagements for healthcare professionals in collaboration with clinical specialists and technology partners.
- Support strategic partnerships and healthcare programmes involving organisations including NEST360 and Hatch Technologies.
- Prepare sales updates, business reports and performance information for management review.
- Manage customer follow-ups from initial engagement through quotation, negotiation, order conversion and post-sale relationship management.

WORLDWIDE PHARMACEUTICALS – Nigeria
Pharmaceutical Sales Representative | April 2019 – July 2025

- Promoted pharmaceutical products to physicians, pharmacists and other healthcare professionals across assigned territory.
- Conducted effective medical detailing and product presentations, communicating product benefits and relevant scientific information to healthcare professionals.
- Built and maintained strong relationships with doctors, pharmacists, hospitals and pharmacies to drive product uptake and repeat business.
- Consistently worked toward and exceeded sales objectives, achieving an average of 120% of assigned targets and ranking among the top 5% of sales representatives.
- Developed territory plans to identify new accounts, grow existing customers and maximise product opportunities.
- Monitored customer needs, prescription trends, competitor activities and market developments to identify opportunities and risks.
- Maintained accurate customer and sales information through CRM and regular reporting.
- Conducted regular field visits and follow-ups to strengthen customer relationships and improve product visibility.
- Collaborated with internal teams including marketing and medical affairs to support compliant and effective product communication.
- Provided feedback from healthcare professionals and the field to support business and commercial decision-making.
- Maintained professional and ethical standards in all interactions with healthcare professionals and customers.

GODREJ NIGERIA LTD – Nigeria
Sales Supervisor | March 2015 – April 2019

- Supervised and supported a 5-member sales team, providing direction and field support to improve territory performance.
- Monitored individual and team sales performance against targets and supported corrective actions where required.
- Managed assigned territory activities, customer relationships and sales execution.
- Coached team members on customer engagement, sales techniques and achievement of business objectives.
- Monitored market activities and competitor movements to identify opportunities for improved sales performance.
- Prepared sales reports and communicated field performance and market information to management.
- Supported customer acquisition and retention through consistent field engagement.

EDUCATION

Master of Public Health (MPH) – Epidemiology
Ahmadu Bello University, Zaria | March 2026

Bachelor of Science (B.Sc.) – Botany
Faculty of Biological Sciences
University of Calabar, Calabar | August 2013

PROFESSIONAL STRENGTHS

- Strong pharmaceutical and healthcare sales background
- Confident in medical detailing and HCP engagement
- Proven personal sales performance
- Experienced people/team leader
- Strong understanding of hospital and healthcare environments
- Commercially driven with strong follow-up discipline
- Able to analyse market and competitor information
- Strong presentation, negotiation and communication skills
- Comfortable working independently and extensively in the field
- Experienced in sales reporting, CRM and KPI tracking

REFERENCES

Available upon request