



Vista-Sci Health Care Inc.
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- Prescription and non-prescription brands ranging from antibiotics to skin creams.
- Pharmaceutical division at 35

- marketing orientation company
- customer-focused (use product, not channels)
- important market research

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The Vice-President-Product Manager.

A key player in Company.

-Based Knowledge about Business, Medical or Sales career.

- Responsible for the performance of products its marketing, advertising, packaging, forecasting, line-extension development and the many other activities that went into product management.

- Deal with market research request from other product

- Sales force time was allocated to products and time.

- Established “sales calendar” annually.

- recruiting training the staff

- Giving credit and emphasized the team’s efforts.

- Maintaining a number of external and internal relationships.

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Senior sales c

he bel

Allun Jones

Senior vice-president, marketing and sales of Vista-Sci Health Care Inc.



he believed could lead to CEO's job in seven to 10 years.

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Issue

two candidates



Jamie Hernandez



Michael Upshaw

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Jamie Hernandez

- 6 years in Vista-Sci
- Product manager at Ashridge Pharmaceuticals - England
- Gained marketing diploma in a continuing education program at a polytechnic
- Worked as a medical representative at the pharmaceutical company
- Pre-med at U.K. medical school

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strengths

Honest

Enthusiastic

Clear and committed

Fair to everyone (well-reputed)

Talented (successful products)

Background knowledge of
pharmacology, physiology, and anatomy

Outstanding official performance record

weaknesses

outspoken

Risk of Adventure

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Michael Upshaw

ROTC military served three years
he had won a scholarship to a prestigious business school
Graduating again in the top third of his class with an MBA

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