

# Haig Babikian

Date of birth: 14 October 1979; Nationality: Jordanian/Russian

Email: haig.babikian@Gmail.com Mobile: + (62) 8118202255

## Personal Data:

Place of Birth: Amman – Jordan

Nationality: Jordanian / Russian

Date of Birth: 14 Oct 1979

## Work Experience

- **Director of Rhea Pharmaceutical Sciences** Dec 2016 – current
- **Director of Asclepius Pharmaceutical Sciences** April 2019 – current
- **Demeter Agro Research and Improvement PTY LTD** Shareholder
- **KHATOUN (Australia) PTY LTD** Shareholder
- **Senior VP strategic planning group CPP** Dec 2013 – current
- **Partner/Director of EPIONE RESEARCH AND DEVELOPMENT INSTITUTE LTD** July 2016 – current
- **MENA Brand Manager - Cardiovascular and Diabetes, 2013** June 2012 – Nov

Hikma Pharmaceuticals

## Duties and Responsibilities

### Rhea Pharmaceutical Sciences

- Co-founder and director of Rhea Pharmaceutical in Singapore, Armenia and Indonesia
- Establishing a strong R&D team
- Successfully patented six molecules
- Developed a strong Anti-infective portfolio.

## Duties and Responsibilities

### Rhea Pharmaceutical Sciences

- Co-founder and director of Asclepius Pharmaceutical in Singapore and Indonesia

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- Establishing a strong R&D team
- Successfully design and register Pond Guard for aquaculture disease management and Natural Guard for agriculture healthcare as natural product to replace Antibiotic in feed. ,
- Developed a strong natural product portfolio.

## **Hikam Pharmaceuticals:**

- Responsible for marketing the “Cardio Vascular” portfolio overlooking a total budget of \$ 60 Million
- Create MENA brand plan for cardiovascular products, review and discuss all tactics and the activities to achieve the objectives.
- Update all brand kits for the strategic products.
- Product Life Cycle management for different brands in different stages.
- Manage new launches in the MENA region.
- Discover and capture new opportunities to enhance our pipeline.
- Support and monitor the territorial product managers to insure the implementation of the brand plan.
- I have organized and conducted the following regional activities with the participation of key opinion doctors from different MENA countries and partnered with reputable institutions:
  1. Hikma hypertension workshop for primary care Algerian doctors,
  2. Hikma CVD forum for MENA with the partnership of the AUB CME office
  3. Organized the 1<sup>st</sup> Advisory board for Hikma CVD line
  4. Post Marketing Study for Blopress plus in the Lebanese market.
  5. Hikma Diabetes Forum with the partnership of the AUB CME office
  6. Organized international speaker tour for the strategic brands

**Product Manager - Cardio Vascular Portfolio**

**Pfizer Inc.**

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## Marketing Department

### Levant Market

July '11 – May 2012

- Held responsibility for marketing the “Cardio Vascular” portfolio overlooking a total budget of 15 \$ Million
- Liaised and managed third-party agencies to deliver the agreed upon marketing materials on time and within the set budget
- Organized the “World Diabetes Day” workshop in Jordan targeting 40 Endocrine, Nov. 2011
- Partnered with Lebanese Endocrine Society in the two major annual meetings in 2011. (World Diabetes Day and the Pan Arab Of Endocrinology)
- Compiled major opportunities and challenges and developed plan of action to each product to align demands and buying trends of each market.
- Renewed brand proposition by developing customized commercial campaigns for the major Products in Levant.
- Initiated National screening campaign for Cardio Vascular risk factors in Jordan and Lebanon.
- Held several local workshops per country and showed strong brand participation in selective local meetings.
- Built and developed good relationships with different internal customers and key stakeholders, which lead to improved co-operation, better understanding of market propensity and reduction of product shortfalls
- Routinely coordinated various international speaker tours, workshops with different HCP specialists to raise awareness to the health care professional.

## Associate Sales Manager – Cardio Vascular and Endocrine

### Sales Department

### Pfizer Inc.

### Jordan Market

Dec '09 to July'11

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- Held the responsibility of Cardio Vascular team. With nine direct reports whom I managed their performance and the day to day functions closely.
- Built and developed strong, accountable and effective team.
- Built strong relationship and partnership with the key societies that are effecting and leading the market.
- Re introduced Genotropin to the MOH and KHMC tenders.
- Achieved my targets in the 2009 and 2010 sales years with a 24% growth for lipitor in 2009.
- Launched the new selling skills for Pfizer in Levant (Customer Centric Selling) Dec'09 to Feb'10
- Coordinated various local speaker tours in deferent areas in Jordan to raise awareness to the health care professional.

## Senior Medical Representative - Cardio Vascular Products

### Pfizer Inc.

#### Sales Department

#### Jordan Market

Feb '09 - Nov '09

- Acting as Sales Manager for the Cardio Vascular portfolio till Nov. 2009
- Responsible for the sales of Lipitor and Norvasc in the key accounts.

### Pfizer Inc.

#### Medical Sales Representative

#### Sales Department

#### Jordan Market

Feb '05 - Feb'09

- Held responsibility for the promotion of three prescription products including two market blockbusters (Lipitor, Norvasc) to Cardiologists, Endocrinologists, Nephrologists, Neurologists, ICU specialists, Internal Medicine and Family Doctors
- Declared top sales performer for two consecutive years for 2007 and 2008

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- Keeping up to date with product knowledge and the latest clinical data and research, to be able to discuss medical me with health care professionals
- Organized over 30 promotional and medical presentations and round table discussions with key decision makers to increase prescription sales
- Launched the first Cardio Vascular Poly Pill Medication “Caduet” in Jordan , 2007
- Adapted the launch Plan of 2007's number one international Anti Smoking Drug "Champix®" across all regions in Jordan, 2008.

## Education

### Yerevan State Medical University

*Master of Science in Pharmacology*

1997 – 2003

### Talal Abu-Ghazaleh Cambridge international Center (TAGCIC)

*Cambridge International Diploma in Business*

2008 – 2009

### P. Theodoros School

*Tawjihi, Scientific stream*

1997

## Languages

Arabic [Native], English [Fluent], Armenian

## Publications:

1. Lâm TQ, GS. Lan NT, Hoa NT, Thành TL, Phương HT, **Babikian HY**, Jha RK (2020)  
Dịch tả lợn châu Phi và giải pháp ngăn chặn tại Việt Nam- SHORT COMMUNICATION  
- in vitro trial to determine the efficacy of Naturalguard on African Swine Fever Virus  
in Vietnam. To be published in Journal of Animal Farming, Ministry of Agriculture,  
Vietnam

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2. Khoa LV, Thuanh TL, **Babikian H**, Jha, RK (2020) Short communication Hiệu quả của Pondguard trong việc phòng trừ bệnh hoại tử gan tụy cấp (AHPND) trên tôm nuôi. KHOA HOẠC - KỸ THUẬT TSVN 6 (325) THUA HAI 16.3.2020 so6(325):so8(231).qxd 3/13/2020
3. **Babikian HY**, Jha, RK, Agus A, Alanas M, Hanim C (2020) Efficacy of Natural Herbal Formulation "Naturalguard" as AGP replacement on Swine Productivity in Indonesia. International Journal of Current Advanced Research, 9:02.
4. **Haig Yousef Babikian**, Rajeev Kumar Jha, Dang Thi Hoang Oanh and Truong Quoc Phu (2019) Study on the Efficacy of Pondguard in Improving Clinical Performance of White Leg Shrimp (*Penaeus Vannamei*) in an AHPND Bacterial Challenge Model. American Journal of Biomedical Science and Research:5 (3).
5. **Babikian HY**, Jha, RK, Agus A, Alanas M, Hanim C (2019) Increasing in Productivity of Laying Hen fed by Naturalguard essential oil supplementation. International Journal of Current Advanced Research, 8:11.
6. **Babikian HY**, Jha, RK, Agus A, Alanas M, Hanim C (2020) Efficacy of Natural Herbal Formulation "Naturalguard" as AGP replacement on Swine Productivity in Indonesia. International Journal of Current Advanced Research, 9:02.
7. Jha RK, **Babikian YH**, **Babikian HY**, Wisoyo SD, Asih Y, Srisombat S., Jiaravanon B (2016) Effectiveness of Natural Herbal Oil Formulation against White Spot Syndrome Virus in *Penaeus vannamei*. Journal of Pharmacognosy & Natural Products 2: 123. doi: 10.4172/2472-0992.1000123.
8. **Babikian YH**, **Babikian HY**, Jha RK, Wisoyo SD, Asih Y, Srisombat S., Jiaravanon B. (2017) Effectiveness of Natural Herbal Oil Formulation against Infectious Myonecrosis Virus in *Penaeus vannamei*; Multidisciplinary Advances in Veterinary Science, Vol 1:2:50-56.
9. **Babikian YH**, **Babikian HY**, Jha RK, Wisoyo SD, Asih Y, Srisombat S. Jiaravanon B. Efficacy of Natural Herbal Formulation against Acute Hepatopancreatic Necrosis Disease (AHPND) causing *Vibrio parahemolyticus* in *Penaeus vannamei*. Veterinary

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Medicine-Open Journal: November 2016. <http://dx.doi.org/10.17140/VMOJ-1-109>. SCIF 0.109.

10. Haig Babikian, Antibacterial and anti-inflammatory properties of Natural Herbal Oil Formulation (NHOF)

## *Conference/Seminar/Workshop Articles*

1. Jha RK, **Babikian HY**, Srisombat S (2020) Farming system adaptation and Natural Herbal Formulations to against various emerging diseases of shrimp at CLIMFISHCON 2020, Kerala, India
2. Jiaravanon B., **Babikian YH**, **Babikian HY**, Khoa LV, Iswadi, Jha RK. Efficacy of Anti-AHPND formulated Feed in Vannamei Shrimp in Vietnam. Third International Conference on Aquaculture & Fisheries. Sep 29-Oct 1, 2016, London, UK.
3. Jha RK., Jiaravanon B., **Babikian YH**, **Babikian HY**, Srisombat S, Wisoyo SD, Asih Y., Development of Natural Herbal Oil Formulation as an anti-White Spot Syndrome Virus agent in *Penaeus vannamei*. BIT's 5<sup>th</sup> Annual World Congress of Aquaculture and Fisheries-2016, Nov 4-6, 2016, Qingdao, China.

## Popular Articles

Jha RK, **Babikian HY**, Srisombat S (2020) Adaptation and improvement in Vannamei Shrimp Farming. SMART Agripost Newsletter 26-29.