

# **CURRICULUM VITAE**

## **IDENTIFYING DATA**

Name : **SILIA STELIKOU**  
Address : 3, Agiou Theophanous Str.,  
Archangelos  
2055 Strovolos- Nicosia  
Tel. : 22-387964, 22-373605, 99-449829  
ID No. : 754740  
S.I. No. : 678195  
Date of Birth : 18.08.1976  
Place of Birth : Nicosia  
Citizenship : Cypriot  
Marital Status : Single

## **FAMILY DATA**

Father's Name : Ioannis Stelikos  
Occupation : Retired Police Sergeant  
Mother's Name: Vakou Demetriou  
Occupation : Housewife

## **EDUCATION**

1991-1994 A' Kykkos High Lyceum-Science Branch  
1994-1997 Public Health Inspector School-Ministry Of Health  
1997-1998 Manchester Metropolitan University  
2000-2005 University of Leicester (Distance Learning)

## **QUALIFICATIONS**

### **A.**

1. Master Degree in Business Administration( MBA)-University of Leicester
2. Biological Sciences: Environmental Health Degree- Manchester Metropolitan University
3. Diploma of Royal Society of Health-London-, Public Health Inspector
4. English Environmental Health Law Certificate –Manchester Metropolitan University
5. Certificate on Professional Communication Skills
6. First Aid Diploma
7. Certificate on Computer Information Studies

### **B. PARTICIPATION IN SEMINARS for:**

- ◆ Professional Communication Skills,
- ◆ Presentation Skills
- ◆ Coaching and Counselling
- ◆ Motivation Skills,
- ◆ Merck Marketing Planning (MMP),
- ◆ Training for Trainers
- ◆ Excellence in Resource Allocation (ERA)
- ◆ Proper Targeting and Implementation
  
- ◆ HACCP System (Hazard Analysis Critical Control Point)
  - Knowledge for the correct implementation and supervision of HACCP system in a company.

### **C. GENERAL SKILLS ON COMPUTERS:**

- ◆ Windows 95
- ◆ Microsoft Excel 97
- ◆ Microsoft Word 97
- ◆ Microsoft PowerPoint 97

### **D. LANGUAGES**

- Greek (Native)
- Excellent knowledge and command in spoken and written English

## **PROFESSIONAL EXPERIENCE**

- **Nine-months** (7/95-10/95, 7/96-10/97,7/97-9/97) practical training as *Public Health Inspector-Ministry of Health*

*Duties included:* Food and water sampling for microbiological chemical analysis respectively, inspections of food premises, Lectures to food handlers, investigation for food/water borned diseases, environmental investigations etc.

- **September 1998-today:**

**MSD Marketing and Sales Department (Merck Sharp & Dohme) - pharmaceutical company.**

**September'98-June'99: *Cardiovascular Professional Sales Representative***

Main Duties: Promoting cardiovascular products, the planning of local scientific events regarding those products, giving lectures to physicians, attending international medical congresses, gathering and evaluation of market information on products etc.

Specific achievements:

- Achieved all yearly sales-increased sales by 2 times
- Established the promoted products as the leading products in their category

**June'99-July'01: Promoted to *Vioxx Specialist***

Main Duties: Market research and preparation of the launch for the new myoskeletal product-Vioxx- of the company. Field sales team development and management key customer communications, product presentations to customers etc.

Specific achievements:

- Achieved planned yearly sales
- Completed successfully all the pre-launch activities
- Successful launch of the a new product

**July'01-March '02: Promoted to *Senior Cardiovascular Representative*.**

Main Duties: The overall responsibility of cardiovascular products in Ministry of Health (MOH). The preparation of action plans for the formulary inclusion of those products. Presentations to the Governmental Pharmaceutical officers for the inclusion of the products in the Ministry of Health. Quarterly Performance presentations to the Company's Directors. Participation to International Cardiovascular Congresses. etc

Specific Achievements:

- Achieved an increase in MOH sales, during the last 7 months, up to 157%

**April'02-January' 03: Promoted as *Team Leader of Myoskeletal Team***

Main Duties: The overall supervision of the Myoskeletal Team. The planning and implementing developmental training for the team. The responsibility for their sales performance. Supervising their work, either in the field or within the office(reporting). Ensure team motivation and enthusiasm. The responsibility of planning and correct implementation of strategic marketing plans. The organisation of local scientific symposia with international speakers. etc

**January '03-today: *Franchise Manager-Specialist( FOSAMAX&VIOXX)***

***Main Duties: Country Sales and Marketing supervision.*** Development of yearly marketing plans and ensuring implementation of marketing/strategic plans by the team, presentation of strategic plans to the company's management and Principals. Participation to RMT Meetings (Regional Management Meetings). Handling the yearly budget for each product of the franchise. Having the overall responsibility of the marketing (products promotion, advertisements, production of sales aids etc). Marketing training of the team. Participation to International Medical Congresses. Recruitment of new members in the franchise.

## **OTHER ACTIVITIES**

1. "The Youth for the Youth"- Cyprus Family Planning Association
  - Member of Social Events Team
  - Member in the team for Youth Education
2. Support Movement for HIV carriers and AIDS patients
  - Member in Patients' Support Team
3. Member in Field club-Tennis club
4. Gold member to the Gym-net Ladies