

Dream Samir – Managing Director Merck Serono Middle & Near East

Dream started his career within the pharmaceutical industry 18 years ago, working with various multinational companies, he has a proven track record of success maintained over years of increasing responsibilities and extensive experience across Middle and Near East.

Dream has held several sales, marketing and general management positions, starting his career with Servier Egypt as a Medical Representative, then moving to a Sales Supervisor role in Janssen-Cilag where he was promoted to Product Manager in the same organization. In 2003 Dream moved to the gulf with MSD as a Product Manager and was promoted to Franchise Manger in the same company before his move to Merck Serono as a Marketing Director for the Middle East region. Currently Dream is the Managing Director for Merck Serono Middle and Near East, an area that consist of 13 countries stretching from Lebanon to Iran and from Iraq to Yemen.

During this journey Dream has worked in cross functional teams, heading several regional task forces and participating in many corporate working groups. He has facilitated workshops and lectured in many regional events.

Dream's achievements are related to

- Building high performance teams that are fully engaged, fully aligned and ready to go the extra mile and face the ever changing face of the market.
- Understanding the 3D changes in the business ecosystem that we operate in and preparing an effective go to market approach accordingly.