



Human Capital

People making
business work

COMPANY PROFILE



About us

Human Capital is a management consultancy firm that delivers professional medical advice and services to suppliers and distributors for ultimate integration of innovative, cutting-edge products into the EMMEA region.



Our concept



Human Capital's main concept is to integrate FDA approved/CE marked, innovative medical devices, products and technology into the EMMEA region of the world.



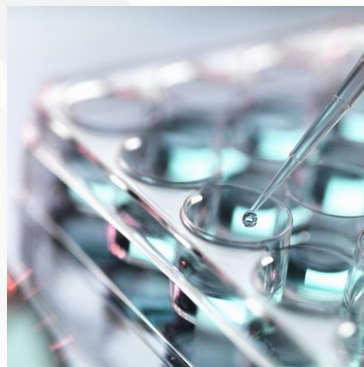
Our four business pillars



Consultancy
management for
medical devices



Talent recruitment
for the health care
industry



Support **market**
access programs



Create **performance**
management and
educational **training**



Medical device concept



Consultancy in the EMMEA region

Linking suppliers to distributors

Business development

In-country operation and follow-up



Mission “I’m possible”



Build a promising climate for multinational companies and enable the identification of prospective local partners in the EMMEA region.



Assist in developing “business with integrity” and achieving the highest growth potential by securing committed, trained and technical sales experts.



Our focal point



Create long-lasting partnerships with medical device companies in the EMMEA Region by developing and supporting in the field specialized medical distribution channels across the area.



EMMEA Region

Eastern Mediterranean Middle East Africa





Market coverage and location





Beirut: the hub



Beirut's centralized position in the EMMEA region allows Human Capital to provide:

- ✧ Regional geographic proximity to project implementation
- ✧ In-depth business know-how in the medical device and health care industry around the key and remote markets .



Our services

- ✧ Preparing and updating EMMEA region Market Assessment
- ✧ Identifying and evaluating distributors in the territory
- ✧ Setting up sales targets for each appointed distributor
- ✧ Setting up jointly with **SUPPLIER** marketing strategies
- ✧ Trip and field sales visits to distributors and physicians in the territory
- ✧ Advising on shipping products and credit collection
- ✧ Assisting **SUPPLIER** with local insurance companies for reimbursement
- ✧ Product training sessions and seminars to local distributor's sales team
- ✧ Preparing for physicians workshops in coordination with **SUPPLIER** and distributors

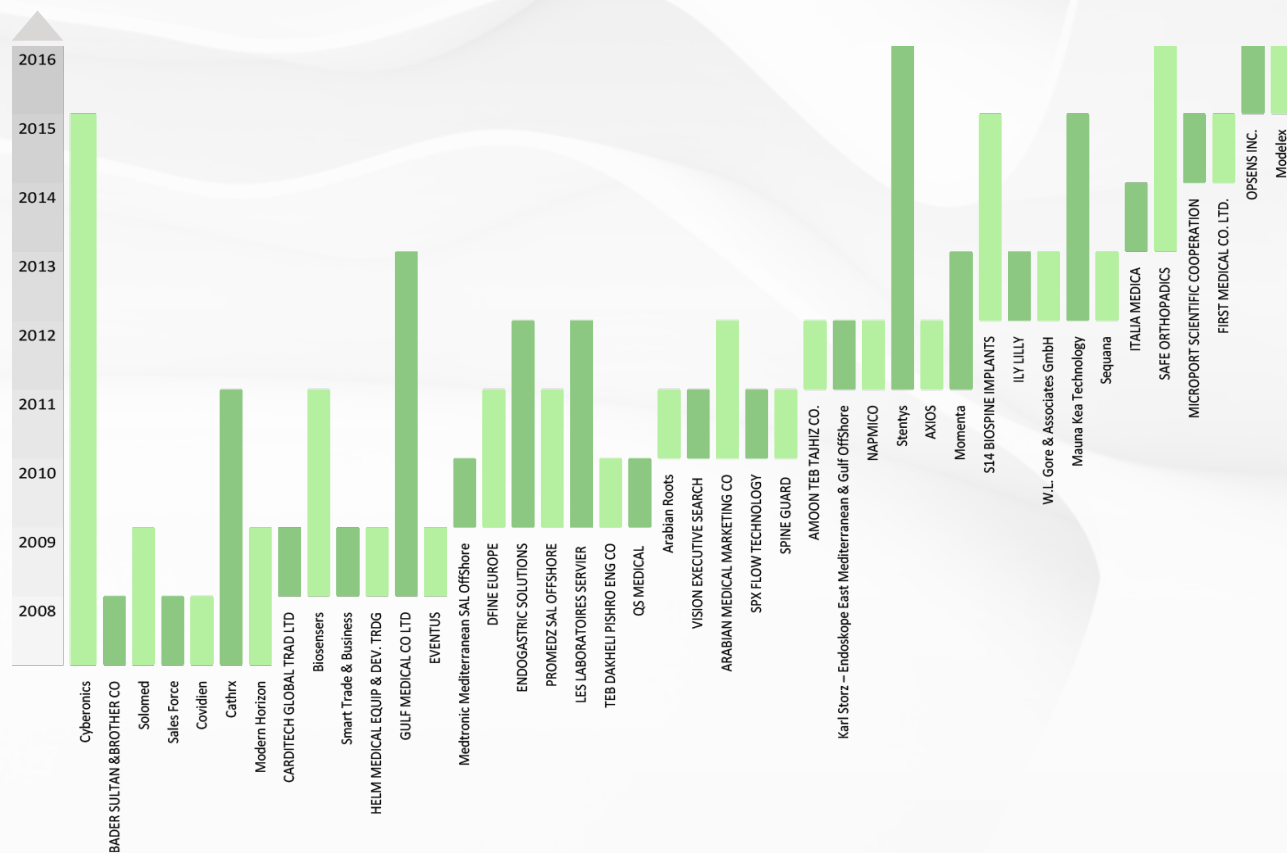


Our services

- ✧ Enrolling distributor' sales reps and physicians to attend SUPPLIER animal lab
- ✧ Assigning a dedicated on-site SUPPLIER product and marketing specialist
- ✧ Selecting a staff member to be a 'Dedicated Consultant' with training at SUPPLIER head office
- ✧ Share market intelligence with SUPPLIER about market place competitors
- ✧ Monitoring EMMEA market prices and best selling prices for similar products
- ✧ Prepare quarterly reports on distributor and market performance for SUPPLIER
- ✧ Assist SUPPLIER in organizing yearly distributor meetings and training updates



People making business work





The optimum choice

WHY HC IS THE OPTIMUM CHOICE

- ✧ Offer comprehensive solutions to clients
- ✧ Understand the medical devices industry across the EMMEA region
- ✧ Understand emerging markets and how best to approach those countries
- ✧ Get answers from what matters most
- ✧ Have proprietary tools to ensure sales execution, implementation, business know how and insure effectiveness in the approach.





Mosbah Al Khatib CEO & Founder



Mosbah Al Khatib is CEO and founder of the Human Capital SAL, a management consulting firm that specializes in creating world class sales & marketing organizations through the implementation of sales & account management processes, methodologies, best practices, and metric tools.

Mosbah brings over 30+ years of senior executive level experience in sales, marketing, and Business development management to his clients in helping them achieve their goals. He is a dynamic, enthusiastic entrepreneur whose ideas and vision consistently motivate his clients across the EMMEA region.



Mosbah Al Khatib CEO & Founder



Before establishing The Human Capital company in 2007 Mosbah's career included senior sales and management positions with Gulf Medical Co Ltd in Saudi Arabia and the Gulf States and as Vice President / General Manager in the high-tech worldwide medical industry at Boston Scientific and Cyberonics / LivaNova.

Mosbah has extensive experience on the topic of strategic account sales management, with recent work in Saudi Arabia & Turkey, regional emerging markets as well as a variety of sales distributors in over 30 countries. Mosbah is a graduate of the Lebanese American University of Beirut from the School of Business.




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