

HAFIZ MUHAMMAD TALHA

Clinical Application Specialist | Ultrasound & Echocardiography | Application Support & Sales

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PROFESSIONAL SUMMARY

Medical Imaging Technologist and Clinical Application Specialist with 2+ years of experience in medical imaging equipment applications, customer-facing clinical support, product demonstrations, end-user training, sales coordination, installations and post-sales support. Experienced across ultrasound and echocardiography, with hands-on exposure to General Ultrasound, OB/GYN, Vascular, Doppler, Elastography and Echo workflows. Skilled at translating clinical requirements into practical product applications and working closely with sales and service teams to support customer evaluations, adoption and long-term utilization.

PROFESSIONAL EXPERIENCE

Application Specialist – Ultrasound & Echocardiography | Biotech Services, Lahore | May 2024 – Present

- Deliver clinical application support, end-user training and post-installation onboarding for ultrasound and echocardiography systems.
- Conduct product demonstrations, clinical evaluations and application sessions for radiologists, sonologists, cardiologists and sonographers.
- Support customer workflows across General Ultrasound, OB/GYN, Vascular, Color/PW/CW Doppler, Shear Wave & Strain Elastography, and Echocardiography.
- Optimize system applications and workflow settings according to clinical requirements, supporting effective product utilization and customer adoption.
- Collaborate with sales and service teams throughout product demonstrations, technical discussions, installations, troubleshooting and post-sales support.
- Support customer engagement and product evaluation by translating clinical requirements into relevant system features, applications and workflow benefits.
- Participate in tender inspections, PVM meetings and clinical/technical discussions with hospitals, departments and end users.
- Supported a major private-sector ultrasound system acquisition through clinical demonstration, application evaluation, customer engagement and commercial coordination.

Sonographer | Park View Clinic, Lahore | Sept 2023 – Apr 2024

- Performed and assisted with abdominal, gynecological, obstetric, small-parts and vascular ultrasound examinations under clinical supervision.
- Contributed to scanning, preliminary reporting, patient care and clinical case discussions in a busy diagnostic environment.

Locum Sonographer | Dr Essa Lab | Jan 2023 – Mar 2024

- Provided replacement coverage and performed independent ultrasound scans in a high-volume clinical environment.
- Maintained diagnostic quality and reporting accuracy while managing routine clinical workflow.

Sonographer | Choudhary Hospital, Lahore | Oct 2022 – Dec 2023

- Performed routine and emergency ultrasound examinations, including obstetric, abdominal, pelvic and small-parts studies.

CORE COMPETENCIES

Clinical Application Support • Product Demonstration & Evaluation • End-User Training • Sales & Technical Support • Customer Engagement • Ultrasound & Echocardiography • Radiology & Cardiology Workflows • Installation & Post-Sales Support • Tender & PVM Support • Workflow Optimization

CLINICAL & TECHNICAL EXPERTISE

General Ultrasound • OB/GYN • Vascular • Color Doppler • PW/CW Doppler • TDI • Shear Wave Elastography • Strain Elastography • Echocardiography • Abdominal & Pelvic Ultrasound • Small Parts

EDUCATION

Post Graduate Diploma in Ultrasound & Echocardiography | Green International University

Bachelor of Medical Imaging Technology | The Superior University, Lahore | 2019 – 2023

FSc Pre-Medical | Superior College, Rahim Yar Khan | 2017 – 2019

ADDITIONAL CLINICAL EXPERIENCE

- Radiology Internee | Hameed Latif Hospital | Mar 2023 – Jun 2023 — General radiology and diagnostic imaging exposure.
- Radiology Internee | Sheikh Zayed Hospital — Ultrasound, CT and other imaging exposure.
- MRI Internee | Lahore General Hospital — Basic MRI workflow exposure.
- Radiology Internee | Choudhary M. Akram Hospital — Ultrasound and diagnostic radiology exposure.

CONFERENCES & PROFESSIONAL EXPOSURE

RASCON • Multan Interventional Radiology Association (MIRA) • MICON • 40th Radiology Society of Pakistan (RSP) • GEMCON • OBS & Gynae Summit FSD • 25th Annual Cardiology Update (ACU)

LANGUAGES

English • Urdu • Punjabi