



Yi Chuin Loh

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+6012 6538 615

Professional Experience in Malaysia

Account Manager – IQVIA Malaysia (Healthcare industry)

Oct 2016 – Present

- Anticipate, identify and understand client's business challenges to strategically promote IQVIA's full portfolio of information and consulting services.
- Services promoted include - market research, health economics and outcomes research, management consulting and analytic services.
- Map out, network and gain access to leadership team and key stakeholders; to be the main contact point and expert of individual client account.
- Develop business plan and orchestrate thought leadership event to continuously engage with customers.
- Keep abreast with current healthcare environment to be a trusted advisor to clients.

Accomplishment:

- Successfully sold the 1st online recommendation tracker project in the Malaysia team.

Assistant Manager, Therapy Marketing – Baxter Malaysia (Medical Device industry)

July 2008 – Oct 2016

- Develop & implement therapy focused and sales driven marketing plan.
- Organize workshop, develop reference centers and key opinion leaders for new therapy adoption and product launches.
- Monitor competitor's activities, products and placing.
- Develop and manage marketing materials including digital content for Baxter's Professional website and Vablet.
- Manage marketing budgets to optimize investments.
- Champion and advise on compliance policies among sales and leadership team.

Accomplishment:

- **Country spot award** – Recognition of contribution for the integration of Baxter & Gambro.
- Developed strategies for the successful adoption of a new therapy - CRRT with citrate anticoagulation.

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Product Specialist – Fresenius Kabi Malaysia (Pharmaceutical / Nutrition)

Jan 2006 – Jun 2008

- Engaged with nephrologists, pharmacists and dieticians to promote product and therapy.
- Meeting and exceeding quarterly and annual sales objectives.
- Collaborate with nephrologists and dieticians to increase therapy access, to develop patient workshops and educational materials.

Accomplishment:

- **Fresenius Kabi Recognition Award 2007** for collaboration with Dieticians from Sunway Hospital in successfully conducting the “1st Sunway Hospital Annual Ketodiet Patient Workshop 2007.

Professional experience in Australia

Naturopath – Health is Life (Complimentary Medicine)

Nov 2003 – May 2005

- Engage and provide naturopathic consultation to in-store customers on the therapy options and products.
- Supervising and managing the retail store.

Experienced gained:

- Selling and communication skills to end users on nutritional and herbal supplements.
- Retail store management skills.

Education

- Bachelor of Health Science in Naturopathy - Endeavour College of Natural Health (Australia)
2000 – 2004
- Diploma of Health Science in Herbal Medicine - Endeavour College of Natural Health (Australia)
2000 – 2004
- Diploma of Health Science in Nutrition - Endeavour College of Natural Health (Australia)
2000– 2004
- Certificate of Achievement in teaching Adult Learners - Central – Institute of Technology (Online Course)
March 2016

Industry Training

- P5 Marketing Plan
- Consultative Selling Skill
- Key Account Management Skill
- SPIN 2.0 Selling Skill
- Salesforce.com Train the Trainer Programme
- Presentation skill
- Negotiation skill
- Herrmann Brain Dominance Instrument (HBDI) Programme
- Adult Learning Skill Online Programme