



Highly strategic and performance driven sales and marketing leader with experience in Pharmaceutical, Consumer Healthcare and Dentistry business. I demonstrate outstanding business acumen, possess diverse experience and skillsets in patient access strategy, digital transformation, and leading projects to ensure patient-centric ecosystem innovation. I believe change is constant, we must keep enriching our capability and evolve!

ALAN WONG WEI LUN

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Skill Highlights

- Pharmaceutical business
- Consumer Healthcare business
- People management
- Patient Access
- Healthcare Consultation
- Marketing
- NPI program
- Pricing Strategy
- Cross-functional skills
- Commercial excellence
- KEE management
- Managing P/L
- Personal Data

Education

Master of Science **2009-2011**
University of Malaya

Bachelor of Science **2006-2009**
University of Malaya

S.T.P.M **2004-2005**
S.M.K Datok Lokman

Experience

8/2022 to Present

Head of APAC- Axios International

- Overseeing Axios International's business and operations in Asia (Malaysia, Thailand, India, Philippines, Indonesia, and Vietnam).
- Leading operation teams in Asia countries to set-up, implement and provide consultation on Patient Assistance Program (PAP) for Pharma MNC's clients, to expand patient access to the medications/ treatments.
- Provide consultation to Pharma MNCs in terms of market prioritization, improving access to patients and addressing healthcare needs.
- Partnering with various NGOs/ Healthcare Associations in Asia to work on projects focusing on addressing healthcare barriers and expanding patient access.

12/2018 to 7/2022

Senior Business Manager- Oral Health (Consumer Healthcare)

Glaxosmithkline Consumer Healthcare Sdn. Bhd, Kuala Lumpur

- Managed GSK's Oral Health HCP Business in Malaysia & Brunei. Essentially is to build brand equity amongst the dental healthcare professional and dental institutions to drive continuous recommendation & endorsement of GSK oral care products.
- My role is to strategize and plan HCP marketing strategy, formulate NPI program, strengthen partnership with Dental associations & MOH, patient access strategy, P/L, inventory management, oversees Veeva CRM, top KEE management and coordinate partnership with Zuellig Pharma.
- I am also managing a team of 9 sales representatives who covers nationwide private/ government dental institutions and universities.
- Key achievement- Both Sensodyne and Parodontax are No.1 MY Dentist recommended brands according to 2021 Ipsos Expert survey
- Successfully achieved sales target and all KPIs for three years consecutively. I am the winner for GM's cup (best performance) for outstanding achievements.
- In addition, I oversee all patient access projects/ awareness campaigns e.g. Oral Care month, Orange Clinic, 'TV3 Helo doctor' etc. Sometimes, I appeared on TV live, social media interviews, commercial shoot to share on how our brands improves the patient's QOL.

Most Proud Of

- Business growth
- Digital transformation
- Retail winning strategy

Languages

English – Excellent command
Chinese – Excellent command
Malay – Excellent command

References

1. Sam Teoh
Business Manager,
Medtronic Malaysia
012-6084638
lhteoh2004@gmail.com
2. Jefferey Ngiow
National Sales Manager,
Glaxosmithkline Pharmaceutical
019-6570010
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Experience

04/2016 to 11/2018

Sales Manager- Pharmacy Business (Pharmaceutical)

Glaxosmithkline Pharmaceutical Sdn. Bhd, Petaling Jaya

- Managed GSK Pharmaceutical nationwide retail business which includes Chain Pharmacy, Independent pharmacy and all wholesalers. My portfolio is all GSK medications/ Poisons, including both prescription and non-prescription based.
- I managed a team consists of 10 sales representatives. Together with my amazing team, we achieved several highest sales records that propelled strong contribution to the company business (Double digit business growth for three consecutive years (2016, 2017 & 2018).
- The success was attributed by our right strategy in partnering with top retail players/ KAM.

04/2012 to 04/2016

Professional Medical Executive (Pharmaceutical)

Glaxosmithkline Pharmaceutical Sdn. Bhd, Petaling Jaya

- I had experience in multiple portfolios during my four years as a Medical Executive. I won the Managing Director's Award for two years consecutively (fiscal year of 2013 & 2014), and Gold Excellence Award in H1 2015. I had also participated in the successful launching of 4 new brands (Wellbutrin, Trobalt, Relvar & Anoro).
- From Oct 2015- April 2016, I was in Respiratory specialty team worked on COPD portfolio (Anoro & Relvar). Mainly targeted to Respiratory specialists.
- In 2015, I managed government channel respiratory business in Central region. My key priority was to cover top government hospitals and prominent KEE with nationwide influence.
- From April 2012 - Dec 2014, I covered Central Nervous System (Neurology & Psychiatry) portfolio, mainly targeted to Neurologists and Psychiatrists in both Private and Government channel.

2010 to 2011

Research Lab Executive (Research)

University of Malaya, Kuala Lumpur

- In charged of research projects in the field of biomedical.
- Mentor to undergraduate students on their final year projects.
- Managed laboratory's purchases & budget planning.