

Jeremy Khoo Gee Kiang

- Qualification : Bachelor Degree in Marketing, University of Hertfordshire
- Age : 40 Years Old
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▼ Brief Description

- Experienced Senior Manager with 18 years of experience of working in healthcare industry
- Experienced in Digital Corporate Health & Wellbeing Solution
- Experienced in Leading Marketing & Customer Service Department (Maximum Direct & Indirect Reporting: 21)
- Skilled in Strategic Planning, Marketing Management, Sound Business Planning Capabilities and Developing New Product/Packages
- Data Analytic
- A result-oriented leader that believes in achieving target while developing the team for continuing success.
- Business Oriented Mindset

▼ Key Highlights

- Part of the pioneer members that developed & launch AWAKEN “Digital Corporate Health & Wellbeing Solution”
- Introducing daVinci Surgery to Insurance and TPA Partners and creating marketing campaign for this new technology.
- Successfully negotiated to be the preferred partner for few hospitals
- Created a Health Membership Program, lead the agent recruitment and training. Sales increase by more than 20%.

▼ Experience

Current Position

STRATEGIC MARKETING MANAGER (GLOBAL MARKET) – ASIA ASSISTANCE NETWORK (M) SDN. BHD.

Dec 2019 - Present

Industry: Healthcare / Third Party Administrator

Responsibilities

- **Developing Marketing Strategy** for the Health Business Unit
- Providing **analysis** for client in assisting with sales value proposition
- **Managing the team** for Partnership Recruitment and Marketing of the new digital corporate Health & Wellbeing solution
- Creating **Engagement Activities**
- One of the Project Lead for **New Digital Corporate Solution**

- **Distribution** of new product
 - Training to the sales and operation team on new product
 - Building marketing material & document
 - Client Presentation
 - Webinar
- **Monitoring** sales activities
- **Planning** for Digital Product Enhancement
- **Key Account Management** for Insurance Partner and Corporate Companies
 - Analysing incident rate and utilisation rate
 - Feedback Management
 - Tender/New Sales
 - Agreement
 - Due Diligence

Last Position :

HEAD OF MARKETING & COMMUNICATION – GLENEAGLES KUALA LUMPUR

Industry : Healthcare / Medical

Responsibilities:

- Leading the Hospital Marketing Department
- Developing Marketing Plan for the hospital
- Managing International agent to ensure Target met
- Develop strategies and plans to grow market share, achieve revenue targets, identify new businesses/revenue drivers & explore growth opportunities.
- - Customize retention programs and continuously identify areas of improvements to build loyalty and brand affinity.
- - Coordinate execution of agreements, develop and maintain marketing/business development presentations.
- Ensuring that department achieve monthly revenue target
- Coordinate execution of agreements, develop and maintain marketing/business development presentations.

Last Position :

SN. CORPORATE & PARTNERSHIP MANAGER – RAMSAY SIME DARBY HEALTH CARE

Industry : Healthcare / Medical

Responsibilities:

- Managed Tier 1 Partners, Corporate and International Market for 3 Malaysia Hospital
- Managing rep office in Indonesia
- Develop strategies and plans to grow market share, achieve revenue targets, identify new businesses/revenue drivers & explore growth opportunities.
- - Customize retention programs and continuously identify areas of improvements to build loyalty and brand affinity.
- - Coordinate execution of agreements, develop and maintain marketing/business development presentations.
- Working closely with 3 hospital CEO, Group Top Management to achieve sales budget
- Coordinate execution of agreements, develop and maintain marketing/business development presentations.

Last Position :

SN. MARKETING MANAGER – GLENEAGLES KUALA LUMPUR

Mar 2017 – June 2018 Gleneagles Kuala Lumpur

July 2016 – Feb 2017 Parkway Health China - Shanghai

Dec 2015 – Jun 2016 Gleneagles Kuala Lumpur

Industry : Healthcare / Medical

Responsibilities:

- Head of B2B Team
- Develop strategies and plans to grow market share, achieve revenue targets, identify new businesses/revenue drivers & explore growth opportunities. -Responsible for maintaining long term relationship with partners.
- Strategize and focus on growing and developing existing partners, generating new business ideas to retain partners and generate incremental revenue.
- Conceptualize and execute monthly promotion plans with clear KPIs.
- Key interface between hospital and partners; build relationships with the partners to create strong business partnership. Develop group and individual hospital affiliate partner plans i.e. comprises of account profile, account analysis, account strategy, account objectives, account action plan
- Customize retention programs and continuously identify areas of improvements to build loyalty and brand affinity.
- Coordinate execution of agreements, develop and maintain marketing/business development presentations.
- Work closely with Medical Director and COO in managing partners/customer feedbacks.
- Promoting of newly recruited Doctors.
- Manage effective usage of allocated budget and monitor ROI. - Recruit, manage, train, motivate and coaching direct reporting employees.

Last Position :

MARKETING MANAGER – ELEMENTS INTEGRATED SDN. BHD.

Jun 2015 - Nov 2015

Industry : Wellness

Responsibilities:

- Assist CEO in opening new business
- Designing Corporate Wellness Program.
- Training of Operation staff and Centre Ambassador.
- Working with Partners in creation of Brand Awareness.
- Conceptualize and execute business strategies.
- Conceptualize websites.

Last Position :

SENIOR MARKETING AND OPERATION MANAGER – LIFECARE DIAGNOSTIC MEDICAL CENTRE SDN. BHD.

Dec 2013 – Jun 2015

Industry : Healthcare

Responsibilities:

Sales

- Managing the sales department
- Take lead in ensuring the company sales department meet the target set by the management

- Ensuring the sales team skill and knowledge is updated
- In charge of recruitment process
- Agent recruitment and management and membership sales department
- Actively designing new promotion to boost up sales
- Training and motivation
- Improvement of 2014 3rd quarter sales figure by 20-30% - Healthy referral rate by the Partner

Business Development

- In charge of new product development
- Setting up the sales flow
- Setting up manual system to ensure the smooth flow of the operation - Getting new tenants(specialist Doctor to setup their clinic.

Marketing

- Managing the marketing department
- Ensuring the company brand image is well taken care of
- Initiating tie up with partner to enhance the company brand awareness
- Improving the company marketing collaterals

Customer Service

- Ensuring the staff follows the SOP set by the management
- Monitoring the reply send out by the staff
- Assisting in the improvement of the customer service system.
- Managing complaints.

Last Position :

SENIOR OPERATION MANAGER – GOLDEN HORSES HEALTH SANCTUARY

Nov 2009 - Nov 2013

Industry : Healthcare

Responsibilities:

Sales

- Started a new sales department under GHHS Management
- In charge of corporate sales and also internal marketing - In charge of recruitment process

Business Development

- In charge of new product development and launching
- Product developed: Health Screening & Wellness(Medi Well), Health Screening & Golf (Medi Golf),Executive Screening Package.
- Launch a new membership plan 5 Years for agents to sell.
- Handling events, new product launching, health talk.

Marketing

- Assisting marcom department in designing and developing marketing material.
- Key person in charge in developing new website

Operations

- Ensuring the smooth flow of daily check-up
- Ensuring collection target is met
- Ensuring daily check-up target is met

- Ensuring customer service staff is well trained

Others - Internal ISO Auditors

- A key contact person from the top management to External Consultant

Last Position :

MARKETING MANAGER – LIFE CARE DIAGNOSTIC MEDICAL CENTRE

Sep 2008 - Oct 2009

Industry : Healthcare

Marketing

- Create brand awareness

- Create promotion

- Develop membership package and handle the operation

Sales

-Enhancing the company sales

-Recruit and handle corporate account

-Aliasing with clinic for referral -

Handle the recruitment of agent. -

Training for agents

-Handle agent complaint and claim.

Administration

-Membership enrollment and administration

- Opening of new

Summary of Working History from 2003 - 2008

May 2004 - Aug 2008 - Business Development Manager Country Heights Health Tourism (Healthcare)

Aug 2003 - Apr 2004 - Material Control Officer Hualon Cooperation

▼ Languages

Language	Spoken	Written
Bahasa Malaysia	8	7
English	8	8
Mandarin	7	0