



LAKSHMI SAM

SALES & MARKETING MANAGER

CONTACT

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ABOUT

Motivated and result oriented Sales & Marketing Manager with over 15 years of wide-ranging experiences in the clinical and medical industry. Skilled in developing and executing effective marketing strategies, building and maintaining relationship with clients and driving revenue growth through successful sales initiatives. Possess excellent communication, negotiation and analytical skills. Passionate about leveraging data-driven insights to optimize campaigns and maximize ROI. Adept in managing multiple projects simultaneously and working collaboratively with cross-functional teams to achieve organization goals

LANGUAGE

- English
- Bahasa Malaysia
- Mandarin
- Cantonese
- Tamil

WORK EXPERIENCE

MANAGER, SALES & MARKETING

Pantai Hospital Klang | April 2019 - May 2022

- Developed and implemented strategy & campaigns to increase market share, achieve revenue targets and increase patient volume
- Conceptualized new ideas and strategies for business transformation program
- Worked in close liaison with internal/external stakeholder, partners and customers
- Conducted market trend and competitive landscape analysis to facilitate strategy formulation process
- Developed, implemented and monitored systems and procedures necessary to the smooth marketing and operation function
- Planned, prepared and managed the budget, work schedule and resources planning including the development and management of marketing budget, P&L projections, spending and other financial considerations

EDUCATION

Bachelor of Business Administration

University Tunku Abdul Rahman
(May 2005)

Diploma in Business Studies

University Tenaga Nasional
(May 2003)

TECHNICAL SKILLS

Advance

- Microsoft Office
 - Word
 - Power Point
 - Excel

Beginner

- Google Analytics
- Facebook Ads
- Instagram Ads

- Managed, set and achieve group KPIs to achieve departmental goals
- Developed and executed B2B and B2C marketing campaigns to build brand equity, awareness and loyalty based on existing customer/patient journeys
- Prepared regular reports and analysis on the business development activities and performance to the executive team

Key achievements

- Successfully executed the marketing and sales initiatives for hospital and increased 30% patient volume and revenue in FY2019
- Project lead for Top Operating Model (TOM) for Business Transformation Program
- Successfully executed the rebranding exercise for Pantai Group
- Improved hospital process flow for patient through patient journey
- Successfully executed the digital marketing & social media campaigns
- Successfully increased the visibility of the hospital through marketing 360 concepts and social media
- Members of Management Committee overseeing the successful implementation of Hospital Information System (HIS)

ASSISTANT MANAGER, MARKETING & COMMUNICATIONS

Assunta Hospital | Dec 2013 - March 2019

- Drove sales from multi-channel campaigns and facilitated business development goals
- Acquired potential clients and service existing client accounts
- Conceptualized new ideas and strategies for business transformation program
- Prepared quarterly board reports by gathering data and analyzing the business volume
- Managed marketing and communication efforts for a health awareness campaign, event management
- Managed, set and achieve group KPIs to achieve departmental goals
- Planned and managed the departmental budget planning.
- Identified and developed new business opportunities for Hospital and Nursing College
- Managed all the compliance of Central Policy relating to the department, Policies and Procedures, QIT & MAI

PROFESSIONAL SKILLS

- Marketing and Communications
- Designing Campaigns
- Content Development
- Social Media Strategy
- Corporate Informative Delivery
- Project Management
- Market Research

- Worked closely & maintain good relationship with internal and external department to achieve business objectives
- Performed ongoing market analysis to keep track with customer needs and competitor's trend
- Prepared regular reports and analysis on the business development activities and performance to the executive team

Key Achievements

- Successful executed the marketing initiatives for Nursing College and increased 10% -15% in recruitment
- Successful executed the marketing and sales initiatives for hospital and increased 10% - 20% patient volume and revenue
- Successfully executed the marketing and sales initiatives for Health Screening Centre and increased 10% to 30% sales volume
- Initiated the Patient Management System project
- Started the Drive-Thru project for Health Screening Centre & Outpatient Pharmacy
- Members of Management Committee overseeing the successful implementation of Hospital Information System (HIS)

SENIOR HOSPITAL EXECUTIVE

Summit Company (M) Sdn Bhd | April 2008 - Nov 2013

- Responsible for highest sales target for general hospital product from 2012 and 2013
- Achieved highest sales for newly introduced blood glucose monitoring system in 2009 and 2010
- Established good network with General Practitioner, private and government hospital in Klang Valley and Negeri Sembilan
- Coordinated events to promote products to healthcare professionals through events such as Medical Congress, Continuous Medical Education and user training
- Prepared quarterly actual sales variance analysis and recommended appropriate action plan to ensure target was achieved
- Identified new business opportunity by conducting product evaluation and awareness with potential customers

SPECIALIST, CONTACT CENTRE

Malaysian Biotechnology Corporation | Sep 2006 - Nov 2007

- Responsible for all inbound and email enquiries relating to BioNexus (application and eligible criteria), Bill of Guarantees, Commercialisation of Grant and tax incentives
- Responded to all enquiries within 72 hours
- Scheduled meeting and presentation upon the request from client
- Helped to organise company events and various marketing activities