
20 Jalan Anggerik Oncidium 31/78c, Kota Kemuning,
Selangor, Malaysia

winniecho@dynotrain.com

CAREER SUMMARY

Result driven with more than 20 years in Pharmaceutical industry with deep experience in sales, marketing and training.

Proven successes in driven effective sales strategy and new go-to market strategy that effectively protected sales erosion from generics threat and outperforming the market growth in the last 7 years. Successfully implemented new Go-to- Market strategy for Retail channel and achieved # 1 market position 1 year ahead of aspiration timeline. Instrumental in setting up key account strategies in hospital and retail channel.

Possess strong analytical problem solving and planning skills as driving force to develop and inspire cross functional teams in delivering stretched goals. Core competencies and expertise:

Sales Leadership: Leading a team of more than 150 sales forces and key account team. Demonstrated ability to translate mission and strategy into tactics and goals that can be implementable and at all levels in order to achieve desirable result. Demonstrated ability in building high performing team.

Commercial acumen: Delivered Pfizer sales revenue of more than USD 100 M representing 19% market share in established pharmaceutical market.

Strategic Planning: Success in analysing market, product and competitive situations and in design solutions to increase revenue and increase market share.

Build change agile team: Develops individuals, teams, and organizations that are facile at initiating and responding to change.

Training and development: Strong ability to build highly competent team by identify the training needs and formulate and deliver skills training, area of expertise include: Sales management training, Field Force Effectiveness and Retail training

PROFESSIONAL EXPERIENCE

Zuellig Pharma Therapeutic Sdn Bhd

2021 January-

Head of Sales (Trade and Consumer Healthcare)

Lead, coach and manage Trade sales team of more than 80 field force and 7 key account team, driving top line sales volume of more than RM 300 M

- To drive profitable growth by executing trade specific strategy
- Develop team competency and high performing sales culture based on clear KPI
- Oversee the overall trade sales budget, monitor the cost and effectiveness of sales activities to optimize resources and prioritize value adding.
- Prepare sales forecasts, establish targets in areas such as product mix, sales volume, market share, or business development and monitor the performance of the organization against these goals
- Develop and maintain strong business relations with internal and external customers of the Company.
- Oversee the meeting with sales, marketing and client organization in order to track against shared KPIs and course correct if needed.
- Promotes integrity and compliance, and lead the team to maintain and protect confidentiality of principals' and company's information

Key accomplishment

- Achieve total revenue achievement : 100% with 36% growth .
- Growth for trade channel out performed market growth
- Achieve distribution target for more than 80% products range
- Revamp Customer classification framework to ensure right targeting
- Introducing new sales process and practices that help to increase sales success rates including, account grading, customer engagement strategy implementation

Dyno Training and Consultancy Sdn Bhd

2017- 2021

Corporate Trainer / consultant

Driven by the passion of developing others and sharing the sales, people and business management experience I have gained throughout the years, I have started a training and consultant company. I worked extensively with a reputable training provider zubedy (M) Sdn Bhd as their associates, I develop sales management and leadership programs and provide customized sales training solutions and consultancy to my clients. The program ranges from soft skills training like selling skills, negotiation skills to business skills like territory management, business acumen and business planning to managing high performance sales team.

Pfizer (M) Sdn Bhd

1999 - 2017

Pfizer is the number 1 pharmaceutical company in Malaysia; it markets biopharmaceutical products for cardiovascular, infectious and respiratory diseases, arthritis/pain, neurology, oncology, ophthalmology, urology, and female health; and vaccines to hospitals, general practitioner and retail pharmacies.

SALES DIRECTOR

Sep 2011 - 2017

Proven leadership results in hiring, coaching, motivating, and managing a team of 164 sales forces and 7 key account teams in Malaysia/ Brunei, driving sales growth of diverse product portfolio across all sales channels.

Key Accomplishments

Sales Achievement

- ✓ Managed sales budget of more than USD 130 million, achieved 5% and 7% growth in 2012 and 2013 respectively despite losing major products tenders in government hospitals due to loss of exclusivity
- ✓ Out performance market growth in 3 consecutive years from 2014, 2015 and 2016 with IMS Evolution index > 100
- ✓ Able to drive 4 products to top 10 Malaysia ethical products despite generic challenges (Lipitor, Celebrex, Norvasc, Viagra)

Leadership

- ✓ Turnaround high Field force attrition rate from 51% in 2011 to below market attrition rate in 4 years (2012 – 28%, 2013- 35%, 2014- 25%, 2015 -9% 2016 -12%).
- ✓ Turnaround engagement result in 2014 (the most improved Pfizer voice engagement survey in Asia region).

Strategic Implementation

- ✓ Led the restructuring of sales division in 2013/ 2014 resulted in more customer focus and competitive sales team. .
- ✓ Consolidated price in all private channel to ensure full compliance to anti-competition law and resulted in increased operation effectiveness.
- ✓ Implemented retail strategy successfully by achieved the aspired market share (19%) 1 year ahead of aspiration timeline and became #1 in retail channel.
- ✓ Successful implemented new go-to-market strategy (**retail strategy** and **key account strategy**), Malaysia has become the best practices for the Asia region for Retail strategy and Private hospital strategy.
- ✓ Received regional awards in 2016 : Best Private hospital Strategy – 1st runner up for the PEH APAC Key Account Management Best practices award, Portfolio contracting award – Highest number of deals (1st runner up) , Highest values of deals (champion)

Building High Performance Team

- ✓ Revamped field force effectiveness system and instilled new capability in targeting and segmentation, resulted in more customer approached with cleared account strategy and monitoring.
- ✓ Champion and drive new commercial capabilities in sales team: Retail capabilities, key account capabilities, field force effectiveness and key account capabilities.

- ✓ Introduced new sales business system and processes e.g incentive scheme, business planning, pricing system, key account and retail platform.

CUSTOMER DEVELOPMENT DIRECTOR

Jan 2010 - Sep 2011

1. Ensure product access to the government and private hospital channels by working closely with marketing, regulatory and sales team. The key responsibility areas include formulate market access strategy, worked with key opinion leaders to list new products into government and private hospitals, ensure product's tenders were renew and optimized.
2. Conceptualized, planned and implemented customers strategy and program's targeted at both traditional and nontraditional customers to increase sales revenue, Led the implementation of customer loyalty program in private channel, led a cross functioning team to strategize for drug listing and win government tenders.

Key Accomplishments

- ✓ Drive innovative customer's program- Pfizer Values Program to increase customer loyalty and patient's adherence rate, achieved total 33000 patients enrolment for 15 products in 955 clinics, retention rate for each patients count is 67% and 47% in 1st and 2nd year post patient's enrolment.
- ✓ Conceptualized and implemented Pfizer corporate wellness program to partner with MNC companies to increase diagnosing rate of hypercholesterolemia and hypertension, secured partnership with Shell and conducted nationwide screening programs partnering with their corporate clinics.
- ✓ Successfully listed new products Pristiq and Zyvox (oral) into government formulary
- ✓ Secured cardiovascular tenders worth USD 6.5 million in Malaysia heart centre.

NATIONAL SALES MANAGER

2001-2003, 2007-2009

Key Accomplishments

- ✓ Exceeded sales target 5 years in a row from 2005 to 2009
- ✓ Successfully implemented strategies to defend key products against loss of exclusivity and secure major product's tenders for 2007-2009 (eg USD 6 M Lipitor and Norvasc tender in Malaysia heart institution , USD 0.9 M Diflucan tender in government hospitals)
- ✓ Successfully implemented LOE (lost of exclusivity) strategy in gvt channel and achieved Norvasc budget in 2009 despite generic Amlodipine tender was awarded 2 months ahead of tender expired, resulted in exceeding gvt channel budget in 2009.
- ✓ Successfully listed key products eg Lyrica. Enbrel 25mg, Dynastat, and Champix into government formulation and able to strategize and drive Lyrica and Dynastat into tender .
- ✓ Drive high performance team by revamped Sales manager incentive scheme in 2013 from over-riding incentive to performance based incentive payout, resulted in more accountable and better goal alignment in sales management team.

PRODUCT MANAGER

Dec 2005 - Mar 2007

To strategize and implement marketing plan for Antibiotic / antifungal product range (Unasyn, Vfend and Diflucan)

Key Accomplishments

- ✓ Partnered with Malaysian Society of Anesthesiologist to develop guideline for antimicrobial use in ICU in 2006 and worked with key opinion leaders/ stakeholders to drive the development of Malaysia Antifungal guideline.
- ✓ Re-brand and refocus Diflucan 150mg to increase sales from vaginal candidiasis and skin fungal infection resulted in 10% grow from the 150mg SKU.
- ✓ Achieved market leader position for anti-fungal range (IMS data)

NATIONAL TRAINING MANAGER

Mar 2003 - Nov 2005

Responsible to identify training needs for sales organization, implemented training and development programs to enhance field force capabilities.

Key Accomplishments

- ✓ Led the project in designing and rolled out functional capabilities model for positions in sales and training department (project Jupiter) resulted in clearer requirement for job promotion and competency development process.
- ✓ Implemented coaching metrics tools and conducted yearly workshop to assess manager's coaching capability.
- ✓ To design and develop a Capability Metric system and processes to ensure accuracy and consistency of field force promotion and upgrade.
- ✓ Specialised in Manager's soft skill's training and Field Force Capabilities. Certified trainer for 8-step coaching, Negotiation to yes, Targeted selection, Building high performance team and 360 degree feedback system training & etc.

AREA BUSINESS MANAGER

1999 - 2001

Delivered sales performance > 100% in GP channel in Perak and Penang.

SALES EXECUTIVE

1997 - 1999

Effective in promoting products (Norvasc, Sulperazon, Zoloft) in private hospitals, achieved the highest % Gr for Sulperazon.

Apex Pharmacy

1995 - 1996

PHARMACIST / STORE MANAGER

Responsible to the P & L and operation of retail pharmacy, successfully set up operation of new pharmacy in Ipoh.

EDUCATIONAL BACKGROUND

Masters Degree Business Administration, University of Southern Queensland, 2003

Bachelor of Pharmacy, University of South Australia, Adelaide, 1994

Diploma of Training and Assessment System, Competency Training Institute of Australia/
Australian Government Department of Education, Science & Training, 2005