

RESUME



Personal Detail:

Name : Yap Kit Chong
Age : 39 years old
E-mail : yapkitchong@gmail.com
Mobile No. : 012-5017793
Address : 54, Jalan Setia Permai U13/42E, Setia Alam, Seksyen U13, 40170, Shah Alam.

Qualifications:

Qualification : Bachelor's Degree in Biotechnology
University : Universiti Tunku Abdul Rahman, Malaysia
Year Graduate : 2007

Experiences:

Employment History

1. Company Name : Medical Innovation Ventures Sdn Bhd (Mediven)
Position Title : Regional Sales Manager
Specialization : Marketing / Sales / Business Development
Industry : Medical Device/IVD
Date Joined : Jan 2020 until present

Work description:

- Responsible for establishing and maintaining key accounts in assigned territory.
- Developing new channels and clients.
- Achieving goals and executing sales with assigned countries through new and existing channel development.
- Provide updates to upper management on current market trends and needs.
- Identify common customer support issues related to the products.
- Manages and builds key customer relationship by promoting full range of molecular and other diagnostic products and services.
- Develop an effective sales strategy and ensure its timely implementation to achieve the set target.
- Assisting in documentation and product registration for overseas client.

Accomplishment

Sales and Marketing:

- Customer countries - Indonesia, Philippines, Saudi Arabia, Mexico, Myanmar, United Arab Emirates, French Guiana, Pakistan, Mexico and many more.
- Accumulated sales ~ MYR 23,000,000.00 sales up to date.
- Distributor management on product training, detailing, installation, testing and commissioning.
- Cover local sales for private market, few key customers such as MR DIY, Aeon, Lotuss, 711 and many more.

Operation:

- Medical Device Authority, Malaysia (MDA)
 - Free Sales Certificate for oversea customer
- Public Notary
 - To certified true copies of document and certificate requested by customer
- Wisma Putra (Ministry of Foreign Affairs)
 - Consular Service
- Embassy
 - Legalization

2. Company Name : Smart Glove International Sdn Bhd
 Position Title : Product Manager
 Specialization : Marketing / Sales / Product Management
 Industry : Glove manufacturing / Medical Device
 Date Joined : May 2019 until Dec 2019

Work description:

- Identify potential new product for healthcare and commercial market.
- Pre-sourcing and on-demand sourcing for new products.
- Determining the pricing, profit margin and mark up.
- Discussion with manufacturer to get sample and product to sell.
- Initiate discussion with National Pharmaceutical Regulatory Agency (NPRA) and Medical Device Authority (MDA) for the regulation and registration.
- Market strategy for specific new technology and products.
- Preparation of product specification.
- Support customer in their promotional activity.
- Provide feedback from client to R&D team.

3. Company Name : Duerr Dental South East Asia Sdn Bhd
 Position Title : Business Development Manager
 Specialization : Marketing / Sales / Business Development

Industry : Healthcare (Dental) / Medical
Date Joined : Jun 2010 until May 2019

Accomplishment

Sales and Marketing:

- Public speaking to government dental clinic/hospital/university officer such as dentist, nurse, dental technician, professor, radiographer, chief technician. Participant close to 100 pax audience in government Continuing Professional Development (CPD) talk.
- Product demonstration of digital intra-oral scanner, intra-oral camera and X-rays equipment to private dental clinic.
- Secured a RM100, 000.00 digital imaging business for a private dental clinic.
- Direct mailing of promotional item / product awareness for all products such as compressor, suction, digital imaging, hygiene and oral care.
- Distributor management on product training, detailing, installation, testing and commissioning.
- Attend local, oversea dental tradeshow and customer visits in Malaysia, Brunei, Singapore, Thailand, Vietnam, Myanmar, Laos and the Philippines.
- Sales and promotional offer during trade show to attract more customer.
- Maintaining close relation with the end user, customer and Key Opinion Leader (KOL).

Pre-Sales and After Sales Support:

- Product registration certification to dealer.
- Government regulation pre-apply process (MDA, NPRA, DOSH, HSA, AELB).
- Government specification for tendering form.
- Meeting with government agency to understand more about the product. Q&A session.
- Software diagnosis and troubleshooting support to end user.
- Installation, testing and commissioning support for digital imaging device.
- DICOM discussion with vendor and installation of DICOM to hospital.

Operation:

- Good Distribution Practice for Medical Device (GDPMD) practice.
- Medical Product Registration under Medical Device Authority, Malaysia (MDA) and Health Science Authority, Singapore (HSA)
- Certified Radiation Protection Officer (RPO). Licensing requirement dealing with Atomic Energy Licensing Board (AELB).

4. Company Name : Carotech Berhad
Position Title : Product Specialist
Specialization : Marketing / Sales / Business Development

Industry : Palm Oil Manufacturing/ Production
Date Joined : Dec 2009 until Apr 2010

Work description:

- Responsible to develop Phytonutrient in Local and Asia Pacific food/health care/industrial market.
- Maintain current and build new customers base.
- Initiate marketing programs and to generate sales leads.
- Prepare slide presentation and present to customer.
- Support customer in launching their product and their marketing activity.
- Participate in Asia Pacific International Phytonutrient/Food/Health industry exhibition.

5. Company Name : Y.S.P Industries (M) Sdn. Bhd.
Position Title : Marketing Executive (Brand Executive)
Specialization : Marketing / Sales / Business Development
Industry : Pharmaceutical / Healthcare / Medical
Date Joined : Nov 2007 until Nov 2009

Accomplishment:

- Lead in the launching and marketing of Sinari product.
- Liaise with supplier & agencies to execute marketing activities include ATL & BTL activities.
- Coordinate with local artist Ayu Raudah as spoke person for Sinari.
- Organize exhibition for brand awareness and sales purpose.
- Organise roadshow covering whole Malaysia to conduct free health screening and promote our product.
- Propose forecast, pricing and promotion scheme on new product.

Skills:

1. Public Speaking.
2. Training and Coaching.
3. Effective Oral and Written Communication.
4. Spoken language English, Malay, Chinese.
5. Basic Microsoft Office function.