



NAME:

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PERSONAL

Date of Birth	: 15/2/1972 (51 yrs old)
Nationality	: Malaysian
Marital Status	: Married with a child
Gender	: Male

HIGHEST EDUCATION

2006

Name of Institution: CIM (UK).

Qualification: Professional Postgraduate Dip in Mktg.

1994

Name of Institution: Swansea Institute of Higher Learning
(An Associated College of The University of Wales, UK).

Qualification: Diploma in Business and Management.

1991

STPM (Maxwell Secondary School)

PROFESSIONAL AFFILIATION/CPD

2006

Associate of Chartered Institute of Marketing (ACIM).

CPD (organized by MACIM)

July 2009

Attended 7 hours' workshop on "Prove & Improve Your Marketing Effectiveness".

May 2009

Attended 3 hours of seminar on "Law of Attraction" by certified Law of Attraction trainer.

**WORK EXPERIENCES /
CONTRIBUTIONS**

1/3/23 to 31/5/23 (VSS)

AJ Pharma and Research Sdn Bhd

Sales Manager:

- Reporting to Head of Sales
- Managing a sales team across Central/South & EM covering both IP and GP (Hybrid Team).
- 2 Product Specialists in Central/2 Product Specialists in South and 1 Sales Supervisor in EM (KK) with 2 Product Specialists (in Sabah & Sarawak).
- Promoting Chewies range, Adult Nutrition (Vitasure Gold Plus), and AJ branded generics (Sildenafil/Desloratadine/Escitalopram).
- Responsible for recruitment and selection.
- Presenting sales update to management on Mon/Wed/Fri and conducting sales meeting with sales team on Tues and role play on Thurs.
- Ensuring sales team to manage the trade return with lowest impact on sales hence to minimize the impact on sales achievement due to huge short expiry and expired goods from the past as a result of slow off take.
- Analyzing the market landscape and matching co's requirement to clear high stock inventory, came out

with revised product/promo strategy and tactical plan for trade (can share the presentation upon request).

Obstacles/Challenges:

- Frequent OOS on key products yet with short shelf life and very high stockholding on non-key growth products. Lack of brand building for equity. Chewies has lost its legacy over years hence low sales base at current. Difficult penetrate market with strategic plan in mind.
- Too many outstanding in payment accruals to trade customers in the past hence relationship is volatile.
- Sales team is young with service less than 5 months except for Sales Supervisor in EM.

Resolutions:

- With clarity on what we need to do in view of all the constraints and business requirements, we united and aligned on our objectives and strategic implementation to the market for Hybrid Team (can share the presentation upon request).
- As a result, we managed to pull through together with marketing campaign and tactical trade promo to produce revival of sales contribution and morale.
- We managed to improve the monthly sales with a 587% growth for May'23 performance of RM111,066 from RM69,975 in Mac'23 though we did not manage to hit the target. The morale of the team has improved and united in mission.
- Unfortunately, we were all made redundant effective 1-6-23.

1/6/21 to 28/2/23

Davos Life Science Sdn Bhd (a subsidiary of KKK Bhd)

Sales and Marketing Manager:

- Reporting to General Manager of Sales and Marketing.
- Sales Forecast for FY22 (Oct'21 to Sep'22) is RM632k. Actual FY22 to date (Oct'21 to Mac'22) is RM351k. Expected growth of 60% in FY22 vs FY21(RM395k). Growth of FY20 vs FY19 is 300% (RM301k vs RM75k) and FY21 vs FY20 is 31% (RM395k vs RM301k).

- Managing the sales and marketing aspects of 4 products under the brand name of DavosLife. These 4 products are DavosLife E3 Complete Tocotrienols Softgel – health supplement/ DavosLife Revive - skincare (leave on)/ DavosLife BeauE - functional food/ DavosLife Moisturising Hand Sanitiser – personal care.
- Sales Forecast for FY23 (Oct'22 to Sep'23) is RM2.4 mil with 5% of organic growth, 9% of growth from new product development & penetration (MCT Oil with DavosLife E3), 267% of growth from new market development (via local trade and ethical distribution to Pharmacy and GP/PH channel).
- Roles and responsibilities including setting the sales budget/expenditure and marketing expenditure for the financial year annually, monthly sales forecast, product development (inclusive of formulation, design and registration) and improvement, toll manufacturing sourcing and selection, production scheduling for the products, price research and development, product launch strategy, promotional strategy and distribution strategy. Daily operations inclusive of processing of e-store orders and communication with e-store customers. Monthly operations including reporting of e-store sales, sales forecast and business development update. Periodic project inclusive of product promo campaign development from user generated marketing content and KOL/Celebrity campaign development.

16/3/20 – May 2021

Zuellig Pharma Sdn Bhd

Business Unit Manager:

- Reporting to National Sales Manager for Trade Channel (excluding KAs) Sales management.
- Managing a multi-line team of 14 Trade Sales Rep nationwide with RM36.5 mil turnover per annum in 2019. Brands represented are Surbex, Cetaphil, Perskindol, Ketotop, Maxigesic, Total Image and Clinelle.
- Achieved 86% of YTD Nov 2020 Target.
- Achieved a breakthrough in increasing the new customer base for Surbex in IP via digital social media collaborations with local IP chains & key IPs to

increase the level of brand awareness among digital segment (IT savvy consumers) during MCO. This measure was taken to overcome the impact of decline on walk-in regulars.

11/2/19 – 29/2/20 (VSS)

Mundipharma Pharmaceuticals Sdn Bhd

Sales Manager:

- Reporting to National Sales Manager for Betadine range/Poison in Consumer Trade channel eg. GP + Rx.
- Managing a team of 6 Key Product Specialist in Central + Southern region with RM13.1 mil turnover per annum in 2019.
- Achieved 100% of 2019 overall target.
- Achieved a breakthrough in increasing the customer base for Betadine in IP via digital social media collaborations with selected satellite regional local IP chains to increase the level of brand awareness not able to reach by mainstream media prior to 2019. The IMS & sell-out has both in tandem increased by double digit respectively as outcome of the campaign.

14/9/17 – 25/1/19

Abbott Laboratories (M) Sdn Bhd

Regional Sales Manager (Established Pharmaceuticals):

- Reporting to National Sales Manager for Vitamin/OTC/Poison in Trade channel eg. Surbex range (Vit), Ural (OTC), Hidrasec & Klacid (Poison).
- Managing a team of 9 Key Account Specialist in Central/Southern/EC/EM with RM22mil turnover per annum in 2017.

- Achieved 90% of 2018 overall target due to significant shortfall for Surbex achievement overcome by above target achievement for Ural with 11% growth.

2011 - 2017
(3/5/11 – 12/9/17)

Zuellig Pharma S/B

National Sales Manager (Business Unit - 4) in Consumer Health Div (currently known as Commercial Solutions):

- Reporting to Head of Sales & Marketing for Consumer Health Div. Responsible for national sales achievement in a multi-line structure providing sales management to 4 Principals ie Bayer (main client with 82% sales contribution)/Ego/Rohto/BD & GSK Pharma (started in Jun'17). Review/setting individual sales target & sales incentive scheme & trade promotions.
- Managing a sales team of 14 pax across nationwide; Northern (3 x Sales Rep), Central (4 x Sales Rep), EC (1 x Sales Rep), Southern (1 x Sales Rep), EM (2 x Sales Rep), 1 x KAE (based in Central) & 2 x dedicated Merchandiser for Bayer (based in Central).
- Responsible for liaison with Principals to achieve goals set & to resolve operational issues & conducting monthly business review presentation.
- Managed to achieve – 115% vs YTD Aug'17 budget of RM26.7mil with 22.7% growth vs 2016.
- Managed to achieve – 110% vs budget of RM 41.1mil in 2016 with 7% growth vs 2015. Managed to drive 10% growth among the emerging local chains nationwide.
- Managed to achieve total sales of RM 38.8mil in 2015 with 50% growth vs 2014 (Bayer Consumer Health Div. acquired Allergy business from Merck in 2015).
- Managed to achieve total sales of RM 25.7mil in 2014 with 3.5% growth vs 2013.
- Managed to achieve total sales of RM 24.9mil in 2013 with 6.3% growth vs 2012.

- Managed to achieve total sales of RM 23.4mil in 2012. FY2011 data not available.

**2010-2011
(Oct'10 – Apr'11)**

Herbal Revival S/B

Sales Manager (Traditional Herbal Health Supplement)

- Reporting to General Manager & Director (owner). Responsible for national sales achievement. Review/setting individual sales target, sales commission & incentive scheme.
- To ensure the achievement of sales team within expense budget & priorities and to maintain adherence to company cultural practices.
- Managing an annual national sales target of RM8mil in 2010 follow by RM12mil in 2011(actual sales reported was RM14mil). Managing field force personnel of 3 Sales Executives with one Area Sales Manager & 14 Product Advisors for Malaysia market. Also, managing one Sales Executive & 4 Product Advisors for Singapore market.
- Working closely with General Manager and Product Manager in following areas:
 1. Price setting.
 2. Trade & Consumer promotion strategy.
 3. Channel liaison (distribution network).
 4. Integrated Communication strategy.
 5. Media strategy.
 6. New Product Development.
 7. Human Resource Development.
 8. Motivation.
 9. Culture.

Boehringer Ingelheim (M) S/B

**1997-2010(Aug'97 -
12/10/10)**

Area Sales Manager (Consumer Health Care - Central)

- Reporting to National Sales Manager in Central. Delivering the annual sales objectives & executing quarterly sales plan across sectors (PH, GP, Rx & Local KAs).
- To ensure the achievement of sales team within budget & priorities and to maintain adherence to corporate culture practices.
- Promoted to Area Sales Supervisor in 2007(job description similar to Area Sales Manager) Managed to lead Central team ahead of other territories (Northern, Southern, E.M. & E.C.) in 2007 and led Central again in the 1st spot in 2009(the only team managed to have a growth vs 2008). There was no Area Sales Manager position in the CHC structure prior to 2009. Area Sales Supervisors were reporting directly to NSM. Promoted to Area Sales Manager in 2009.
- Managing an annual Central sales target of RM12 mil in 2009 with average 15-20% sales growth over the years of service tenure with field force personnel of 4 Medical Representatives plus one Key Account Executive. Responsible for GP, PH & Rx sector in Central prior to 2007 since 1997 as a Medical Representative.
- Initiated the CRM program in June 2009 via customized customer loyalty promo with Caring Pharmacy, Farmasi Vitacare & Health Lane Pharmacy's customer database to sustain the Pharmaton customer base (matured product life cycle) in view of declining growth in 2008.
- Initiated the Bonuslink Double Point Reward for Pharmaton with Caring to overcome the endless price competition with IKA (Guardian & Watsons) in 2009 & 2010 promotions.
- Initiated the awareness cum market penetration for Pharmaton via networking with Citibank customer database on a joint promotion with Caring in April 2010.

AWARDS RECEIVED

2007 – Overall Best GP+Rx sector Rep & Best Product (Pharmaton) GP+Rx sector Rep.

2005 – Best Rx sector Rep & Best Product (Pharmaton) Rx sector Rep.

2001 – Best Product (Kiddi Pharmaton) Rx sector Rep.

Languages (by fluency order)

Spoken & Written: Eng & BM

Spoken Dialect: Cantonese, Mandarin & Hokkien

Less Spoken Dialect: Hakka, Heng Hua & Teow Chew

Attributes and aspirations as follow: -

1. Career Progress & Motivation:

Looking towards new job enhancement with existing roles likewise exposure to trade marketing and marketing strategy development. Would like to embrace more relevant marketing practices in challenging times ahead like now.

2. Strengths & Weaknesses:

My strengths would be flexibility with compliance to principles & policies of company, honest, positive, fair & integrity. And I am proud of seeing the success of field force achievement as a team in sales. My approach would be people oriented to bring the best out of the team. On the weaknesses, I would regard myself being too hard on tasks & sympathetic with people at times.

3. Areas of improvement (skills, experience, knowledge):

Looking forward to improve my knowledge of marketing tools application eg. creative trade promotions & digital media strategies & nonetheless marketing effectiveness(ROI). This will enhance the cost effectiveness of marketing promo efforts/outcome of spend.