

Curriculum Vitae

Personal Information

Full Name : Aylwin Soon Wei Cheang

Language Skills : English (Written & Spoken – Fluent)
Bahasa Malaysia (Written & Spoken – Fluent)
Cantonese (Spoken – Basic)



Education Background

Year Graduated : 2005
Institution : Upper Iowa University
Qualification : Bachelor Degree – Psychology & Mass Communications

Career Brief

Period	Employer	Last Position
Feb 2023 - Current	Heals Healthcare Malaysia	Commercial Lead
June 2022 – Feb 2023	BioMark Ptd Ltd	Sales Manager (Contract)
Jun 2021 – Dec 2021	DHPL Malaysia Sdn Bhd (Docquity)	Partnerships Manager
Sep 2017 – May 2021	Pharma Ace Sdn Bhd	Sales Manager
Nov 2016 – May 2017	Ranbaxy (Malaysia) Sdn Bhd, A SUN PHARMA Company	Field Sales Manager
Oct 2013 – Nov 2016	Stadpharm Sdn Bhd	Associate Marketing Manager Product Manager – Parkinson's Disease
Jun 2011 – Oct 2013	Maxwell Pharma Sdn Bhd	Sales & Marketing Executive

Aylwin Soon Wei Cheang

Contact No: +6-016-316 5322

e-mail: aylwin.s@gmail.com

Employment Background

Period : February 2023 – Current
Company : Heals Healthcare Malaysia
Last Position : Commercial Lead

Job Responsibilities

- Work with other healthtech companies to add more features or value to our platform.
- Negotiate with corporate companies, insurance, TPA for strategic partnerships on TPA, corporate health screenings, adult vaccination programs, Telemedicine.
- Do product demos to doctors & HCP on our clinical software management system.
- Participate in medical symposiums to engage with Key Opinion Leaders or specialist doctors.

Period : June 2022 – February 2023
Company : BioMark Pte Ltd
Last Position : Sales Manager (Contract)

Job Responsibilities

- Established a new business line for the company which is pharma reselling.
- Recruitment of three pharma distributors into our network.
- Selling Health Packages to Corporate Clients such as Astro.
- Partner with other digital Health Companies to promote medical diagnostic services.
- On-boarding existing Client into BioMark Platform.

Period : June 2021 – December 2021
Company : DHPL Malaysia Sdn Bhd (Docquity)
Last Position : Partnerships Manager

Job Responsibilities

- Recruitment of Medical Societies & Hospitals.
- Sign-on the Malaysian Society of Ophthalmology, National Cancer Society of Malaysia, Spina Bifida Association (SIBIAM), ALTY Orthopaedic Hospital, UCSI Medical University.
- Project Management. Help societies plan, organize and run their activities on the Docquity platform.
- Propose and execute marketing activities to increase user engagement & new sign-up's.

Period : September 2017 – May 2021
Company : Pharma Ace Sdn Bhd
Last Position : Sales Manager

Aylwin Soon Wei Cheang

Contact No: +6-016-316 5322

e-mail: aylwin.s@gmail.com

Job Responsibilities

- Train and supervise the development of a 5-man sales team covering Private Hospitals, GP's and Retail Pharmacies.
- Manage sales targets and collections.
- Create new business opportunities by recruiting new Key Opinion Leaders (KOLs) within the Paediatrics specialists.
- Liaise with medical centres to organize and conduct CME's.
- Educate prescribers on new clinical research.
- Organize with vendors and medical societies to conduct health talks to end consumer.
- Support the Clinical Manager in the sale of BD's Phaseal system to hospitals.

Period : November 2016 – May 2017
Company : Ranbaxy (Malaysia) Sdn Bhd, A SUN PHARMA Company
Position : Field Sales Manager

Job Responsibilities

- Training and development of 4 junior sales staff, covering private hospitals.
- Recruit new Key Opinion Leader (KOL) for brand ambassadorship while deepening relationships with existing KOL's.
- Marketing activities organize include lunch talks, selection of key doctors for medical conferences, festive hampers and other promotional activities.
- Present monthly performance reviews to General Manager and CEO.
- Conduct regular meetings with hospital personnel to increase upselling of product offerings.
- Listed Esoz, Fluhalt, Xolstat into Pantai Hospitals around Klang Valley.

Period : October 2013 – November 2016
Company : Stadpharm Sdn Bhd
Last Position : Associate Marketing Manager
Product Manager – Parkinson's Disease

Job Responsibilities

- Develop marketing analysis and promotional strategies for launch of generic drugs.
- Managed the sales, logistic, stock forecast of the company's Parkinson's drug called Apo-Go (Medical Device ~ Drug).
- Increase sales by least 90% within 12 months for the Parkinson's medication which is brought in via Special Import Permit (BPF 213-1).
- Manage a 3-man sales team covering the GP, Retail Pharmacy and Hospitals for the Stada range of Generic Products.
- Responsible for marketing and promotions campaigns.

Aylwin Soon Wei Cheang

Contact No: +6-016-316 5322

e-mail: aylwin.s@gmail.com

Period : June 2011 – October 2013
Company : Maxwell Pharma Sdn Bhd
Last Position : Sales & Marketing Executive

Job Responsibilities

- Handle product sales to Retail Pharmacies (Key Accounts & Independent).
- Manage and monitor sales by promoters.
- Responsible for PR and social media postings. Includes writing product features for newspapers and magazines; company's Facebook account.
- Responsible for maintaining optimal stock levels in the company.
- Acted as liaison to the company's network of distributors (e.g. Zuellig) for sales orders.

References

Ref 1:
Thasvini
DKSH
010 – 221 6004

Ref 2:
Ku Sim Ling
PERSOLKELLY
012 – 328 2771