



Magdalene Chua Yung Sin

Pharmacist cum Business Development cum Product Development

An all-rounded pharmacist equipped with experience of pharmaceutical industry from the production, quality control, supply chain, research & development, regulatory up to the business development. Looking myself as a product manager with passion to develop business and building up a portfolio, along with strategic planning to overlook the future prospect of a business.



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WORK EXPERIENCE

Auxilto Impex PTE LTD

Business Development & Marketing Manager

Jul 2022 ~ Present

Business Development & Marketing Manager

Jul 2022 ~ Present

- Sourcing new and potential products to build up the portfolio, expanding the generic pharmaceutical company and expanding into the medical device sector.
- Evaluate the market potential of the new product in overall including regulatory perspective, market of the other competitors and the future potential of the new product.
- Summarize the product information and present them to other stakeholders of ASEAN region, not limiting the potential locally.
- Collect the market intel from different countries, compile the figure to evaluate as a whole and for decision making.
- Negotiate with principals, draft and seal agreement.
- Identify the market positioning of the new product and marketing approach.
- Target customers, brainstorm and write out the marketing plan.
- Engage in the pre-launching activity, including trial write-up, marketing and advertising.
- Plan, organize and coordinate the launching events.

Y.S.P. Industries (M) SDN BHD

Product Development Specialist (Pharmacist)

May 2021 ~ Jun 2022

- Keeping abreast with the latest pharmaceutical information, products as well as technology and transform the knowledge into business idea.
- Identify the market potential and evaluate the idea in overall in terms of regulatory feasibility, market insights as well as the potential gain or growth.
- Make a thorough proposal of the idea to be developed to expand the existing company portfolio and to keep up with the market trend.
- Presenting the idea to stakeholders and convince them with strong presentation skills to provide an overall picture on the new development.
- Coordinate the voices from different parties, collect the real time market intel and consolidate all the information to make an informed decision.
- Agreement drafting, negotiation and sealing of agreement.

Fully Registered Pharmacist (FRP)

Jan 2021 ~ Apr 2021

- Negotiation and procurement of raw materials, chemicals and standards.
- Sourcing of new raw materials and matching the required specifications.
- Documents request and screening to meet the strict regulatory requirement for product registration.

Provisionally Registered Pharmacist (PRP)

Jan 2020 ~ Dec 2020

- Production and Manufacturing
- Logistics and Warehouse
- Quality Control and Quality Assurance
- Research and Development
- Regulatory Affairs

EDUCATION

— **Bachelor of Pharmacy (Hons.)** in Malaysian Allied Health Science Academy (MAHSA) University 2015 ~ 2019
CGPA: 3.40/4.00

— **Foundation In Science** in Malaysian Allied Health Science Academy (MAHSA) University 2014 ~ 2015
CGPA: 3.84/4.00

— **Sijil Pelajaran Malaysia (SPM)** in Chung Hua High School Seremban 2009 ~ 2013
Results: 4A+, 3A, 3A-, 1B+

PUBLISHED PAPER

A Novel Method of Wound Debridement by Desiccating Biofilm Using Organic Acid: Prospective Case Series in Hospital Kuala Lumpur

Published in *Wounds Asia Journal* 2022 Vol 5 Issue 3

PERSONALITY

- Agile and high adaptability
- Fast learner and creative in problem solving
- Self-motivated and able to meet deadlines
- Analytical mind in strategic planning
- A team player yet independent in completing task

INVOLVEMENT & ACHIEVEMENT

Work

- **Emcee** in Regulatory Seminar (Malaysian Organisation Of Pharmaceutical Industries): **Variation & Bio-Equivalence** 2021

University

- **Participation** in 10th MyPSA National Pharmacy Sports Carnival (NPSC) 2017
- **Secretary** in 4th Public Health Campaign: "Obesity and Weight Management Campaign" 2019
- **Volunteer** in 3rd Public Health Campaign: "Heart Disease Awareness" 2018
- **Secretary** in MAHSA Pharmacy Student Society (MPSS) 2017/2018
- **Program coordinator (head)** in 4th Pharmacy Annual Dinner Night 2017
- **Emcee** in Official launch of Shanghai University of Traditional Chinese Medicine partnership 2019
- **Participant** in Pharmaceutical Industry Pharmacists Insights 2.0 2018

High school

- **President** in English Language Society (Chung Hua High School, Seremban) 2013