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INTRODUCTION

Results-oriented sales and marketing leader with a proven track record of exceeding sales quotas, driving new business development and expanding market share. Skilled in crafting strategic marketing plans, training and coaching teams, and achieving corporate objectives. Expertise in B2B and B2C sales, key account management, relationship building, and cross-functional collaboration. Demonstrated success in product training, project management, and driving profitability. Adept at working in multicultural environments and delivering exceptional results.

WORKING EXPERIENCE:

Clicque Technology Sdn. Bhd.

Marketing & Business Development Consultant- Malaysia

Mar 2023- Present

RESPONSIBILITIES:

- Market Radtrix Teleradiology Information System (RIS) and Laboratory Information Management System (LIMS) Nationwide.
- Craft marketing plans and create marketing collateral for Radtrix RIS and LIMS.
- To expand footprint among existing and new accounts, work closely with executive directors to identify appropriate partnership opportunities, strengthen capabilities, and enhance account management practices.
- Act as the bridge to connect with medical device companies to open new business opportunities.
- Achieve revenue goals through strategy development, pitch presentations, proposal review and development, and deal closure.
- Collaborate with software engineers and support team to cross-leverage experience and connections to drive business growth.
- Understand market trends, market competition, pricing and networks to help build capability of providing solutions and future trends.
- Develop new relationships with the hospital management team and users to grow businesses.

ACHIEVEMENTS:

- Spearheaded the strategic introduction of Radtrix RIS to Sarawak's state government healthcare authorities, encompassing 29 Klinik Kesihatan and 5 tuberculosis (TB) mobile health clinics. This involved the seamless implementation of a cloud-based RIS, significantly enhancing healthcare services and the efficiency of patient management.
- Demonstrated the capabilities of Clicques Technology's products through successful presentations at prominent healthcare institutions, including IJN, Ramsay Sime Darby, TE Healthcare, and Kuala Lumpur Sports Medicine Centre. As a result, these hospitals are in the advanced stages of contract negotiations.
- Fostered a strategic collaboration between Clicque Technology and Samsung Imaging Malaysia's distributor, leading to the development of specialized software tailored for Samsung ultrasound users.
- Orchestrated Clicque Technology's participation in the Asia-Australasia Conference of Radiological Technologists 2023 and securing a speaking engagement. Successfully showcase Radtrix's profound expertise, elevate our brand recognition, and foster meaningful connections within the industry.

Fortive Corporation- Advanced Sterilization Products (ASP)

Southeast Asia Regional Marketing Manager

Jul 2020- Jan 2021

RESPONSIBILITIES:

- Reviewed inventory levels for key accounts and channel partners, adjusting forecasts to optimize sell-through and sell-in.
- Collaborated with Operations and Sales teams to develop demand forecasts for revenue projections and production planning.
- Built strong relationships with key opinion leaders (KOLs) and conducted on-site product training and selling skills support for channel partners and country sales teams.
- Established relationships with KOLs and advocates to support brand marketing and professional education activities, organizing sterilization workshops and managing trade exhibition booths at selected congress societies.
- Developed and implemented marketing strategies to drive branding and awareness at program and degree levels.
- Created training programs on sterilization products, high-level disinfection products, and basic sterilization knowledge for channel partner sales teams.
- Led a team of 5 product and marketing managers in the region.
- Provided support and guidance to country product managers and leaders for pre- and post-sales and marketing activities.
- Supported country leaders and newly hired product managers in developing local marketing plans and managing product life cycles.
- Enhanced Sales Force Effectiveness through targeted sales training programs and differentiated selling tools.
- Collaborated with Regional Government Affairs, Market Access, MSL/Medical Affairs, and Regional Stakeholder Engagement teams to develop professional education programs for internal and external stakeholders.
- Worked closely with the RA team to ensure smooth local product license transfer, registration, and NPI registration for Day 2 market launch.
- Co-led procurement vendor communication for SEA markets in partnership with the supply chain team.

ACHIEVEMENTS:

- Developed customized training programs, including Value-Based Selling training and Care for Instruments Training, for SEA region sales teams and key accounts such as Parkway group, Ramsay Sime Darby group, KPJ group.
- Smooth product launch and registration- Worked closely with regulatory affairs (RA) teams to ensure smooth local product license transfer, registration, and new product introduction (NPI) registration, facilitating successful market launches. Successfully registered Aeroflex AER and consumables in the Thailand market.
- Successfully led a team of product and marketing managers, providing guidance and support to country product managers and leaders, resulting in coordinated pre- and post-sales activities, effective marketing plans, and efficient product life cycle management.
- Guided the Vietnam marketing manager in collaborating with the Ho Chi Minh Infection Control Society for a national level of an infection control workshop.
- Collaborated with the Philippines team for a St. Lukes's chain hospitals group first webinar.
- Successfully led a team of product and marketing managers, provided guidance and support to country product managers and leaders, resulting in coordinated pre- and post-sales activities, effective marketing plans, and efficient product life cycle management.
- Successful project collaboration with a smooth transition for the Amberjack project in collaboration with J&J Global PMO and Fortive global team, resulting in successful project execution and achievement of project goals for all 6 countries.

Johnson & Johnson Sdn. Bhd.

Southeast Asia Regional Marketing Manager- ASP & Mentor

Oct 2019- July 2020

RESPONSIBILITIES:

- Managed marketing activities for the ASP and Mentor portfolio in Southeast Asia, overseeing the development and execution of marketing strategies.
- Crafted comprehensive marketing strategies focused on new products to drive business growth and increase market share.
- Collaborated closely with the Southeast Asia team to identify opportunities in diverse markets, ranging from developed to emerging markets.
- Partnered with the HEMA, MSL/Medical Affairs, and Regional Stakeholder Engagement Manager to develop professional education programs aimed at upskilling internal and external stakeholders.
- Implemented targeted sales training curriculums and differentiated selling tools to enhance sales force effectiveness.
- Played a key role in the ASP transition for the SEA markets as a core team member, ensuring a smooth and successful transition.
- Worked closely with the J&J global team, PMO, regional supply chain, country leaders, local distributors, and Fortive team to set the future direction and align stakeholders.
- Maintained A&P spend within limits, maximizing resource utilization for efficient marketing activities.

ACHIEVEMENTS:

- Pioneered the adoption of guidelines by revolutionizing the approach to healthcare professionals (HCPs) through the successful launch of the first Southeast Asia (SEA) ASP Infection Control Summit webinar in Q1 2020. This innovative initiative contributed to shaping industry practices and increasing awareness among HCPs.
- Collaborated closely with APAC Infection Control Key Opinion Leaders (KOLs) to develop a comprehensive training module and compelling presentation materials. This strategic partnership resulted in the effective dissemination of knowledge and enhanced engagement with target audiences.
- Strengthened commercial capabilities by spearheading the launch of the first virtual value-based selling training in Q2 2020. This pioneering training program equipped the sales force with essential skills and knowledge, elevating their ability to effectively communicate the value proposition to customers.
- Successfully introduced the first SEA Mentor webinar in Q2 2020, featuring a prominent UK KOL who shared best practices and highlighted the benefits of MemeoryGel Xtra. This webinar facilitated knowledge sharing, established Mentor as a thought leader, and generated positive brand exposure.
- Established and managed social media pages for Mentor Philippines, leveraging digital platforms to enhance brand visibility and engagement with the target audience. This initiative contributed to building a strong online presence and expanding the reach of Mentor in the Philippines market.
- Drove market share expansion by implementing digital approaches in SEA markets. Collaborated closely with local distributors to leverage clinic and hospital social media platforms for promoting Mentor products. This digital activation strategy resulted in increased brand awareness and customer engagement.
- Successfully repositioned the Mentor Smooth range in Thailand and Vietnam during the challenging Covid-19 pandemic, resulting in a remarkable 105% sales increment compared to the previous year. This achievement highlights adaptability, market insight, and effective marketing strategies in response to changing market dynamics.

Dec 2017- Sep 2019: Sales Executive**9th February 2015- Nov2017: Product Specialist****RESPONSIBILITIES:**

- Successfully promoted Low-Temperature Plasma Sterilizers, High-Level Disinfectants, and infection control products to private and government hospitals in the Central and South regions, specifically targeting departments such as CSSD, OT, Infection Control, and Endoscopy Units.
- Conducted comprehensive product training sessions and Continuing Medical Education (CME) talks to educate healthcare professionals on the features, benefits, and best practices of the products.
- Facilitated pre-sales calls, product introductions, and provided exceptional after-sales service support to ensure customer satisfaction throughout the entire sales cycle.
- Collaborated closely with management, delivering accurate sales reports, forecasts, and valuable insights to support informed decision-making and develop strategic business plans.

ACHIEVEMENTS:

- First to sell Sterrad 100NX All Clear Eco-system in Malaysia after the new product launched ahead of the targeted schedule.
- Highest sales achievement sales representative for ASP Malaysia in 2017 & 2018.
- 2018 Sales growth: 105%
- 2017 Sales growth: 113%
- 2016 Sales Growth: 106%
- Collaborate with regional marketing and other franchises for local and South East Asia conferences, events, Train-the-Trainer program, SPARKS program (OT & CSSD nurses training) and new product launching.
- Lead and conduct training to new team members, key account stakeholders and nurses.
- Managed to convert Pantai Group hospitals, Ramsay Sime Darby Group hospitals and gastro centers from Peracetic Acid and Endozyme to Cydezime Xtra and Cidex OPA.
- Managed to convert Key Accounts eg. Thomson Medical Centre, Gleneagles KL, Pantai Bangsar, PPUKM from weekly BI test to daily BI test.
- Collaborate with the local and regional marketing manager for ASP South East Asia events such as Infection Control Summit in Malaysia 2016, Infection Control Summit 2018, JCI Train-The-Trainer program, SPARKS programs for Ramsay Groups of hospitals, Infection Control workshop-KUPSI in PPUKM for internal and external communication for events.
- As ASP mobile apps “urASP” champion for Malaysia to lead ASP teammates to fully utilize the mobile apps.
- ASP product champion and lead increase-by-one sales toolkit lead for Malaysia.

ELI LILLY (M) SDN. BHD.**1st October 2013- 30th December 2014: Product Specialist****RESPONSIBILITIES:**

- Create yearly business plan for territory based on sales trends and market conditions. Effective implementation of the business plan. Evaluate/ review and adjust the business plan accordingly.
- Develop and grow the assigned territory and to achieve sales targets given by the management.
- Provide CME training to Health Care Professionals.
- Build and maintain a good relationship with customers to ensure continuous support from customers.
- Health, Safety and Environment (HSE) ambassador. In-charge of staff injuries case.

ACHIEVEMENT:

- Weighted performance of 120% for QTD Q4 2014.
- Weighted performance of 107% for QTD Q1 2014.

- 2014 overall performance of 104.8%.
- Trajenta growth 233.1% YTD & Humalog growth YTD 139.5%.
- Trajenta 2013 growth 106% & Cialis 2013 growth 171%.
- Best Ethics & Compliance for 2014

BAGUS MARKETING SDN. BHD.

16th Mar 2009- 31st July 2011: Channel Manager

RESPONSIBILITIES:

- Achieve sales and collections goals while managing key accounts.
- Identify and cultivate new business opportunities.
- Maintain strong relationships and networking with new and existing customers.
- Prepare sales quotations, business proposals, and marketing activities for customers.
- Oversee sales operations, product repacking, and logistics for 5 retail outlets.
- Organize and participate in trade shows and food fairs.
- Proactively recommend and introduce new products to meet customer needs.
- Conduct product training sessions for retail assistants and end-users.
- Manage stock availability and implement just-in-time delivery to wholesale customers.
- Generate sales and marketing reports for company directors.

ACHIEVEMENT:

- Increased number of retail outlets from 1 outlet to 5 outlets.
- Expanded sales to Tanzania, South Africa, China, Australia.
- Penetrated major chain accounts such as Secret Recipe, Rotiboy, Haagen Daz, Baskin Robin, Marry Brown, KFC.

YEO TECK SENG (K.L.) SDN. BHD.

3rd Jan 2007 to 24th Feb 2009: Assistant Product Manager

RESPONSIBILITIES:

- Successfully manage the brand, consistently exceeding principal sales targets through strategic sales and marketing initiatives.
- Develop comprehensive strategies, proposals, and presentations to secure new business opportunities with corporate clients and retail buyers, including Isetan, Robinsons, Parkson, The Store, Giant, AEON, Cold Storage.
- Oversee operations of 4 retail chain stores, overseeing a team of 40 promoters.
- Foster strong relationships with buyers and retail customers, keeping them informed about new activities and product updates.
- Proactively identify and pursue potential new business opportunities to expand the corporate sales customer base.
- Effectively manage inventories of all brands, optimizing stock levels to meet demand.
- Conduct product training sessions for sales associates representing the brands under management.
- Collaborate closely with retail managers and sales associates to achieve sales targets for all brands.
- Compile and analyze sales data reports, including daily, weekly, and monthly sales reports by brands and accounts.
- Organize and actively participate in trade shows, including MATRADE, Furniture Trade Shows, and Bank redemption fairs.

ACHIEVEMENT:

- Increased number of outlets from 1 outlet to 4 outlets.

- Successfully listed all brands into all targeted major retailers – Isetan, Robinson's , Parkson's, Metrojaya, Giant, AEON & Cold Storage.
- Successfully listed in brands in-charged into most credit card redemption programs such as HSBC, Maybank, CIMB, Citibank, UOB, Petronas Mesra, Bonuslink.

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

1st July 2005- 31st December 2006: Business Development Executive

RESPONSIBILITIES:

- Report to section manager and department manager on the ongoing activities and provide relevant information to the management.
- Develop ideas and create offers to the oversea major accounts and customers.
- Assist and communicate with Regulatory Affairs for oversea product registration with data to support overseas representative offices for product registration.
- Handling daily operation of pharmaceutical business with overseas customers in Vietnam, Philippines, Hong Kong, and Singapore.
- Follow up correspondence status for in charged countries.
- Prepare and compile all information on sales and marketing of in-charged countries.
- Work closely with the production department to ensure all stocks are delivered on time to overseas customers.
- Liaise with logistic company for oversea shipment arrangement and to ensure all shipments delivered on time.

ACHIEVEMENT:

- Achieve sales target of in charged countries for 2005 & 2006.

EDUCATION

1997- 2001: Sekolah Menengah Kebangsaan (P) Bandaraya, Kuala Lumpur (SPM)

2002: Systematic College Kuala Lumpur (Foundation)

2003 Jan: The Chartered Institute of Marketing UK (Certificate in Professional Marketing)

2003 June: The Chartered Institute of Marketing UK (Diploma in Professional Marketing)

2004: University of Ballarat, Australia (Degree in Marketing)

2020 Dec-Apr 2021: National University of Singapore (Digital Marketing certificate)

LANGUAGE PROFICIENCY

Good command of English, Bahasa Malaysia, Mandarin, and Cantonese.

COMPUTER LITERACY

Advanced knowledge in Microsoft Office- Microsoft Word, Excel, PowerPoint, Outlook

REFERENCES

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