



Lucas Teh

MSI Respiratory/New Pipeline Marketing Lead

Marketer with a 14 years of diverse experience in pharmaceutical ranging from sales, marketing to business development. Handled multiple portfolios such as antithrombotics, anti-hypertensive, Parkinson, diabetic, pain management and auto-immune & transplantation.

CONTACTS

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EXPERIENCES

- 10-year Marketing
- 4-year Business Development
- 5-year Sales

EDUCATION

- Bachelor of Science in Biotechnology

STRENGTHS

- Innovative
- Problem Solving
- Critical Thinking
- Teamplayer

SUMMARY OF CAREER

- 2023 **MSI Respi & New Pipeline Marketing Lead**
Boehringer Ingelheim (M) Sdn Bhd
- 2022 **MSI CV & CNS Marketing Lead**
Boehringer Ingelheim (M) Sdn Bhd
- 2020 **MYSG CV & CNS Marketing Lead**
Boehringer Ingelheim (M) Sdn Bhd
- 2016 **MYSG CV & CNS Senior Product Manager**
Boehringer Ingelheim (M) Sdn Bhd
- 2013 **Product Manager & Business Development Manager**
Aspen Medical Products Sdn Bhd
- 2012 **Product Manager & Business Development Manager**
Sun Pharmaceutical Sdn Bhd
- 2010 **Product Specialist & Executive**
Bayer (M) Sdn Bhd
- 2007 **Medical Sales Specialist**
Allergan (M) Sdn Bhd

LEADERSHIP
ACTIVITIES

▪ 2023

Regional Talent Development Program

- 1st marketing candidate to be part of this program as development for future leadership role. The role is to double hat the marketing role in MSI while working partially as the regional team in creating brand plans and activities for ASKAN region.

▪ Jan – Dec 2021

B-Effect: Making More Green 2021 [Regional Senior Leadership Development Program – Boehringer Ingelheim]

- Selected to work with 9 other BI employees across SEASK region to implement a global social initiative with the global changemaker partner – Ashoka, to promote change and innovation in the field of health in SEASK. The project’s objective is to promote more greeneries and support local entrepreneurs.

▪ Jan – Dec 2019

DIOR: Digital Invite & Online Registration Initiative [Boehringer Ingelheim]

- Came out with the idea and lead a team of cross-functional members in MYSG to simplify and unify the event invitation and registration. The project was awarded as the 1st runner-up under the innovation category of Global Go-To-Market competition and adopted globally as the default system.

ACHIEVEMENTS

- 2019 Winner
- 2018 Winner
- 2019 1st Runner-up

Boehringer Ingelheim

- Global Pradaxa Award
- Global Pradaxa Award
- Global Go-To-Market Award for creating DIOR: Digital Invite & Online Registration
- Regional (SEASK) Pradaxa Execution Excellence Award
- Regional (SEASK) Pradaxa Execution Excellence Award
- Regional (SEASK) Cardiovascular Country-of-the-year Award
- Regional (SEASK) Cardiovascular Country-of-the-year Award
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- Regional (SEASK) Cardiovascular Country-of-the-year Award

- 2020 Winner
- 2018 Winner
- 2021 Winner
- 2020 Winner
- 2019 Winner
- 2018 Winner

Bayer

- Significant Contribution Achievement [Special Award]

▪ 2010 Winner

Allergan

▪ 2008 1st Runner-up

- Regional (SEA) President Club Achievement Award

▪ 2023 – present

MARKETING LEAD [Respiratory & New Pipeline]

- Manages respiratory portfolio while setting up the new business structure & launch excellence for all future pipeline.
- [New Pipeline] Propose new business structure for the organization and work on the launch readiness of all the new pipeline.
- [Respiratory] Sustain the **No.1 market leadership** in both LAMA and LAMA+LABA market while continue to grow on double digits. Collaborate with other therapeutic areas to maximize the share of voice and top of the mind of the brands.

▪ 2019 - 2022

MARKETING LEAD [CV & CNS - MYSG]

- Manages brands ranging from stroke to Parkinson's Disease while co-manages brands in relation to hypertension and atrial fibrillation with **two brand managers**.
- [Atrial Fibrillation] Co-manage with the brand manager to defend **Pradaxa's position as the market leader since 2016 with the highest market share in BI-world** with a growth of 16% (Dec MAT 2021).
- [Hypertension] Co-manage with the brand manager to continue improve Twynsta MYSG's MS with a growth of 21%. (Dec MAT 2021).
- [Acute Myocardial Infarction] **Initiated pre-hospital thrombolysis workshop** to improve the thrombolysis rate of acute myocardial infarction in Malaysia.
- [Parkinson] **Defended a 3-year MOH tender against generic threat for the 2nd time** by working closely with the Movement Disorder Council (MDC) **as a council member** and continuously support the medical education alone without and sales resources.

▪ 2016-2019

SENIOR PRODUCT MANAGER [CV & CNS - MYSG]

- [Atrial Fibrillation] Defended Pradaxa's position as the market leader since 2016 with the highest market share in BI-world by successfully positioning Pradaxa as the most preferred and recommended NOAC (PDT2019) in the market.
- [Pradaxa's reversal agent] **Co-launched Praxbind** and successfully created the needs for it; 9/10 HCPs are aware of Praxbind and 2 out of 5 HCPs would change their Rx because of Praxbind) via 'Life Happens' concept (PDT2019).
- [Acute Myocardial Infarction] **Initiated pre-hospital thrombolysis in Malaysia** by working closely with the head of cardio services and head of emergency services alone without and sales resources.
- [Parkinson] **Defended a 3-year MOH tender against generic threat** by working closely with the Malaysian Society of Neurosciences (MSN) and continuously provide medical education via the local guideline committee members.

ASPEN MEDICAL PRODUCTS SDN BHD

▪ 2013 – 2016

PRODUCT & BUSINESS DEVELOPMENT MANAGER
[CV, Metabolic & Auto-immune - MYSG]

- **Manages brands** ranging from acute coronary syndrome to hormone replacement therapy **while initiating in-licensing** for the organization.
- [Hypertensive Crises] **Re-strategized** the product as the preferred anti-hypertensive agent in hypertensive crises management by working with the emergency physicians and anesthesiologists from key hospitals.
- [Acute Coronary Syndrome] **Re-branded** the product by shifting the doctor's perception away from non-porcine (low hanging fruit) to evidence-based prescription by organizing symposiums, webinars and updates from ESC guidelines focusing on efficacy profile.
- [Thyroid Replacement Therapy] Maintained the product's market share and position as the 2nd preferred thyroid hormone deficiency therapy by collaborating with the KOLs (endocrinologists and pathologists) in both GH and PH. Initiated patient programme with BP laboratory and Gribbles Laboratory to close the gap in patient accessibility.

▪ 2012 – 2013

PRODUCT & BUSINESS DEVELOPMENT MANAGER

[Pain Management, Infertility - MYSG]

- [Pain Management] Maintained market share for both NSAID patches and expanded the use to rheumatoid arthritis by working closely with the orthopedics, rheumatologists and geriatrics by supporting public health talks. Positioned the product as minimally systemic NSAIDs for the use in general pain management. Achieved 13% over target in 2012.
- [Pain Management] **Sourced, negotiated and acquired an exclusive distribution-ship** of a longer lasting NSAID patch from Korea as a replacement for the organization prior to the end of the above-mentioned NSAID patches' exclusive distributionship. Successfully negotiated for a better pricing (15% lower price) compared to the existing products.
- [Infertility] **Successfully acquired the exclusive distributionship** of Bio-Selenium Plus and **launched it as male infertility treatment** by working closely with the key fertility centres (Tropicana Infertility Centre & Hospital Putrajaya) to further close the gap in patient awareness and improved patient's acceptance over their egos. Successfully achieved 21% over target during the 1st year launch.
- [Vitamin D₃] **Successfully acquired the exclusive distributionship of Bio-D3 and launched it as a post-surgical recovery supplement** to improve the absorption of vitamin D₃ for faster bone recovery. Worked closely with Malaysian Orthopaedic Association (MOA) to conduct lectures targeting sports specialist and orthopaedics. Successfully listed the product into 17 private hospitals within the 1st year, resulting in an achievement of 31% over target.

■ 2010 – 2012

PRODUCT SPECIALIST & EXECUTIVE
[Central PH]

- [Venous Thromboembolism & Atrial Fibrillation] 1st product specialist to list in the product into the PH after Xarelto's launch as VTE prophylaxis for the orthopaedics in post-arthroplasty surgeries & hematologists for the treatment of VTE, resulting in a 2 consecutive years top achievement for the brand. Grew the product by an average of 26% growth in each year.
- [Anti-Infectives] Minimized the de-growth of the largest private hospital from -29% to -15% in 6-month and defended against generic threat (priced 3X lower) in 2 private hospitals by working closely with the infectious specialists and general surgeons for brand endorsement. Awarded as the top contributor of the organization for carrying the highest target among the product specialist in the country.

ALLERGAN (M) SDN BHD

■ 2007 - 2010

MEDICAL SALES SPECIALIST
[PH/GH/MOE/RX]

- [Glaucoma] Worked closely with the glaucoma specialists in key hospitals to obtain endorsements (e.g THONEH, ISEC & etc.) to convince the glaucoma specialist in HTAR/HKL to prescribe the product as 1st and 2nd line therapy for all glaucoma cases, replacing latanoprost within 4-month and listing Alphagan P into UMMC as tender item. Consistently achieved target and grew by an average of ≥ 30% annually.
- [DRY EYE] Successfully listed Refresh Tears into Mindef tender, replacing the competitor's tender (Tears Naturale) in 1-month and grew the product by 18% annually.

PROFESSIONAL
COURSES

- 2021
- 2020
- 2019
- 2019
- 2019

- 2016
- 2013
- 2013

- 2013
- 2016
- 2016

Leadership:

- Addressing Performance in Challenging Times
- Leading at The Speed of Trust
- Crucial Conversation
- Assimilating New Team Members
- People Growth

Marketing:

- PRIME Marketing Training
- Marketing Excellence Foundational Training
- Targeting workshop by IMS

Interpersonal

- Vistage (World’s Leading Peer Advisory Orgnization)
- 7 Habits of Highly Effective People
- Social Style

EDUCATION

- 2002 - 2006
- 1997 – 2001

BSc (Hons) Biotechnology Universiti Teknologi Malaysia

SPM (Grade One) Sekolah Menengah Kebangsaan Perimbun