




KHOO SHER LI

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ABOUT ME

A passionate pharmacist by profession, believes that healthcare should be made affordable, accessible and safe for all. Learning is the source of motivation for personal developments and always ready to accept challenges. Advocates work life balance where time is diligently planned out to ensure optimal efficiency to deliver task and meeting deadlines. Great adaptability and a team player to deliver objectives and plans. Analytical, perseverance and achievement driven.

PROFESSIONAL EXPERIENCE

ANTAH PHARMA SDN BHD

Senior Manager, Business Development, July 2022 - present

Manager, Business Development, February 2019 – June 2022

- Development of a+ Antah Wellness products
 - Brand development: product name & packaging sourcing and design
 - Extensive go-to market research, product positioning, and marketing strategies planning
 - Working closely with developer team to establish the Antah Wellness website
- New product sourcing and development
 - Active sourcing of high potential FMCG products from international market as well as local sources
 - Secured exclusive distribution products for Antah Pharma especially during the first two pandemic years
- Establishment of new Key Account business unit to move towards FMCG market
 - 2019 revitalized Guardian account (from a low 5 digits to current 7 digits sales numbers)
 - 2020 opening of Watson's Malaysia account
 - 2021 opening of 7 Eleven Malaysia account
 - Engaging agencies and principals to trade via Antah Key Accounts, working closely with key accounts and agencies to build brands and establish product market share
- Corporate sales where meetings were done to present out project and products to the team from banks, MAHB, schools, Tabung Haji etc
- Vaccines Business
 - Setting up the business model and business flow of Sinovac and CanSino vaccines
 - Managing the supply demand of vaccines and on-sites vaccination facilities
 - Lead the crisis management when clinics and customers were facing with data uploading, vaccines receiving and mySejahtera digital certificate issues
 - Liaising with product owners and customers to meet KKM regulatory demand of supplying and receiving vaccines
 - Established the business partnership with DrOnCall where clients purchase vaccines via the online portal

- Teraju Project: Uberization of Healthcare
 - Leading the team in planning the project, detailing the initiatives and designing our proposals that eventually won us the project we named “Uberization of Healthcare”
 - We have also presented this project to the Teraju leadership team as well as PEMANDU which is appointed by the Prime Minister Office
 - This project started off as a bumiputra initiatives by Teraju where our proposal to Teraju is estimated to give a 5 years aggregate GDP of RM22.5bil with the establishment of 500 bumiputra pharmacy chain store that will create 300 direct jobs and more than 2000 indirect jobs in the market
 - It is a project endorsed by the Prime Minister Office and was signed off as a project under Tindakan Pembangunan Bumiputra 2030

- Antah ESG committee
 - ESG is very new to Antah. Attended 2 courses on ESG and Sustainability Project Management in preparation to embark on Antah’s ESG journey.
 - Antah is starting on this journey from ground zero. As part of the appointed committee, we are committed to initiate and propel the business towards a sustainable business that has minimal negative impact or potentially a positive effect on the global or local environment, community, society, or economy.

- Post-pandemic Warehouse Crisis
 - Post-pandemic (since April22), Antah warehouse faced with multiple crisis due to inbound backlog, disrupted shipment schedule, overwhelmed fresh orders and back orders, manpower issues, warehouse space issues, customers and principals or agencies complains due to delayed delivery services.
 - Initiated the task force in July2022 (under the urge of CEO and CFO) to look into warehouse operations, planning and strategies to counter the crisis.
 - Results/Achievements: July2022 till September2022
 - Improvements have been measured and recorded in all ways that we can track (with the same system, same manpower, same warehouse space capacity)
 - Antah: landed with continuous highest sales in Antah’s 60years of business, recorded 30% incremental sales vs previous Quarter.
 - Vendors: Delivery Day reduced from 7-10days in previous months to within 1-5days overall (outstation+local).
 - Warehouse team: has stopped complaining (zero complains) on lack of staging space, racking space, jammed floors, congested areas limiting number of containers or lorries we can receive. Absenteeism has improved drastically.
 - Principals/Agencies: Zero complain on fulfilment accuracy and warehousing services.
 - Reports and trackers: Vision and mission were translated and communicated to warehouse team. Several steps were taken to train the warehouse team to record respective sub-department (inbound, picker, packer, invoicing, transport etc) daily movements. KPI were set and reported daily to management team and shared with the warehouse team.
 - Overall: staffs’ morale, commitments and wellness are improved. They are all celebrating every month end with 100% clearance of invoices within same month.

RECKITT BENCKISER (RB)

Senior National Account Manager, March 2018 – February 2019

- Fully responsible for the everyday transactions and business dealings with International Key Account (IKA) Tesco, Aeon and Aeon Big. Working very closely with the accounts to plan on promotions, displays and stocks movement. Balancing the trade spend in each account and ensuring each account total nett revenue is contained and meeting target
- Spearhead the smooth transition of RB Malaysia accounts in the IKA to RB Home-Hygiene accounts when RB splits into two business entities following the acquisition of Mead Johnson
- Monthly discussion meeting with the merchandising team to communicate the plans and execution KPI for each account to the team. Discussion of gaps, challenges as well as supports that the team needs, assisting them to perform to the KPI set for each account

GUARDIAN HEALTH & BEAUTY

Category Manager, April 2016 – March 2018

- Category Management
 - In charge of OTC, External Use and Pharmaceutical Category.
 - Work closely with healthcare team to deliver objectives, budget and profitability.
 - Planning and developing strategic consumer-centric promotions and activities that meet the market trends, to cater and to fulfil consumer needs and wants, and to drive category sale.
 - Involves heavily in category trading terms project, which managed to have huge improvement on backend margin.
- Ranging and Assortments
 - Sourcing excitement & newness, ensuring most updated & trending products are readily available on shelves.
- Plano and Space Planning, & Ranging
 - Work very closely with external (suppliers) and internal (plano and operation) team to periodically review and analyse the productivity of each product on each shelf.
 - Ensuring the optimal use of space to maximise sales return of each shelf.
 - Champion OTC CatMan project to design a new precise & complete, informative & easy navigations for the OTC segments.
 - Champion the OTC homebay top shelf display and cashier top display, which also improves the category backend income.
 - Reviewing store merchandising layout with Operation and Space team
- Sales Review and Analysis
 - Detailed and careful analysis using the internal (Qlikview, SQL, BI, MMS, SAP) and external (AC Nielsens) tools to evaluate the effectiveness of the category plans
 - To identify sales gaps and opportunities, and to strategically detailing the action plans to close gaps and gain growth, both internally and in market shares
 - Overall performance improved and narrowed market share gap.
- Inventory Management
 - Work closely with suppliers and supply chain to minimize OOS and to manage effective returns
 - Careful stock allocations to ensure stocks availability during promotions to capture sales opportunities and reducing the over stocks/high inventory issues in slow moving stores
 - Liaise with supply chain and plano team to optimize the shelves min/max settings to ensure efficient category management
- Pharmacy Wholesale License Holder for Guardian Health and Beauty.
 - Ensuring the smooth transactions of all poisons, proper documentations in accordance to the legal requirement and the success of annual poison audit.
 - Liaise with the Kementerian entities to secure various permits under the legal requirements of the Poison Act Answered upwards of 20 phone calls daily, taking detailed messages

CONSTANT PHARMACY

Branch Manager cum Pharmacist, February 2006 – April 2016

As a branch manager:

- Attending monthly meetings at HQ, reporting accurate sales statistics and market trends in outlet. Involved in planning sales strategies.
- CPD
 - Preparing and sharing knowledges with fellow pharmacist on various health topics
- Inventory control
 - Keeping outlet stocks at a healthy level, minimizing shortage or over stocking, avoiding dead stocks or expired stocks, ensuring First In First Out (FIFO) rules
- Sourcing and purchasing of non-central purchased items and customer's special orders
- Stock take
 - Execute annual stock take work, getting it done in the shortest possible time with minimal errors
- Oratis
 - Providing Emass services to eligible patients with minimal hick ups.
- Self-developments
 - Attending bi-annually company full course trainings on various topics that involves retail sales, customer services and self-developments
- Team support
 - Improved morale of staff members by rewarding good work performance, leading by example and cultivates a harmonious atmosphere at work place
- Store operations
 - Arrange staffs working schedule for maximum efficacy and cost savings
 - Arrange in store promotions, roadshows and health activities
- Store performance
 - Setting monthly sales targets and KPIs. Giving staff members weekly viewing of sales and providing them with encouragement to strive better
- Staff trainings
 - Prepare bi-weekly training modules and providing training to staff members both in English and Bahasa Malaysia.
 - Liaise with suppliers and medical representatives in providing extra products training and new pharmaceutical updates where appropriate.

As a pharmacist:

- Provides excellent in store health monitoring such as HbA1C test, glucose and cholesterol test, bone test, BMI test and blood pressure monitoring
- Provides proper and accurate labeling of medications and supplements for customers
- Working closely together with hospitals when dispensing medications to patients referred by hospitals
- Providing counseling compassionately to customers with regards to their daily lifestyle, medications, and health supplements
- Ensuring all services provided are in accordance to the rules and regulations of the Malaysian Pharmacy Board, with proper records in required areas

EDUCATION.....

INTERNATIONAL MEDICAL UNIVERSITY - MALAYSIA

STRATHCLYDE SCHOOL OF PHARMACY – SCOTLAND, UK

Master of Pharmacy (MPharm), 2001 - 2004

SUNWAY UNIVERSITY COLLEGE, Australian Matriculations, 2005

SEK MEN KEB BUKIT KUDA, KLANG, Sijil Pelajaran Malaysia (SPM), 1994 - 1999

SRJK (C) KONG HOE, KLANG, UPSR, 1988 – 1993

ADDITIONAL INFORMATION

- **Self-development trainings attended:**

2022 Awareness – Environmental, Sustainability, Social Impact & Governance
Sustainability Management Plan and Impact Assessment

2019 Business Analytics: Decision Making Using Data, Cambridge Judge Business School, University of Cambridge

2016 Nielsen’s Training

2013 The Product Training Programme, Bio-Life Marketing Sdn Bhd.

2013 Basic Diabetes Management Training (3 modules), TL Care Sdn Bhd.

2012 Retail Selling Skills, EduAction.

2011 Leadership Performance Management, EduAction.

2011 Basic First Aid Training, St John Ambulans Malaysia.

2010 Proactive Impression, Nikao Consulting.

- **Language proficiency:**

Fully professional proficiency English, Bahasa Malaysia and Mandarin.

Fluent in Hokkien, Cantonese and Hainanese dialects.

REFERENCES

- Charis Tan Chie Shiun
Job Title : Supply Demand Planning Manager
Company : Guardian Health & Beauty Sdn Bhd
Address : Lot 2, Persiaran Sukan, Seksyen 13, 40100 Shah Alam, Selangor Darul Ehsan, Malaysia.
Email : Charistan25@gmail.com
Contact : +60 12-940 6187
Years Known : 7 years
- Margaret Mo
Job Title : Head of Analytics & Research
Company : Guardian Health & Beauty Sdn Bhd
Address : Lot 2, Persiaran Sukan, Seksyen 13, 40100 Shah Alam, Selangor Darul Ehsan, Malaysia.
Email : margaret_mo@guardianmal.com.my
Contact : +60 12-389 7109
Years Known : 7 years
- Siti Haniza Ab Rahman
Job Title : Corporate Public Relation Officer and Head of Human Resources
Company : Antah Pharma Sdn Bhd
Address : moved to Oman since Dec23
Email : SitiHanizaAbRahman@gmail.com
Contact : +60 19-6449006 (contactable via whatsapp)
Years Known : 3 years