



### ***Executive Summary***

Objective-driven commercial professional with a comprehensive background in sales, marketing, publishing, advertising and business development spanning across healthcare communications and pharmaceutical industries.

Currently, I am holding a position as a Head of Business Development & Consultant in BioQuest Solutions Sdn Bhd. It is a medical communication, consulting & strategy agency with a global presence.

Prior to this, I was attached to Strateq Group of Companies (a tech company that offers digital solutions to various industries including healthcare, oil & gas, data lake, telecommunication, government and private sectors). I was a Marketing Manager and was reporting to the Group Managing Director.

I was also attached to MIMS MEDICA SDN BHD as the Senior Business Team Lead. In this role, my notable achievements include key account management and new business development. As a Medical Sales Lead involved in promoting new launched products, I secured big orders from private sectors (clinics). During my stint as an Area Leader in a leading pharmaceutical company, my achievements include building my new team and achieving my team budget.

As a dynamic team player, I'm known to perform work with integrity across diverse work cultures, and my leadership qualities are mainly shaped by my extensive experience in evaluating, leading, inspiring and motivating subordinates and co-workers in a creative manner. I'm known as a responsible person, highly independent and a fast learner, and willing to work in a challenging work environment.

### **Career Objectives**

To excel in a commercial role where my professional strengths as a dynamic, energetic and assertive team player allows me to thrive and challenges me to progress in my career.

### **Professional Experience**

#### ***BIOQUEST SOLUTIONS SDN BHD, April 2022 till now***

Position: Head of Business Development & Consulting, Malaysia

#### **Key Responsibilities:**

- Manage both our existing sales pipeline and the development of new business opportunities
- Take a lead role in developing new-business proposals and presentations that create and nurture

- opportunities and partnerships
- Identify trends and customer needs, building a sales pipeline for short/medium/long term in accordance with targets
- Generate new leads, identify and contact decision-makers, screen potential business opportunities, select deals in line with strategies, and facilitate pitch logistics
- Develop and implement overarching outbound sales and business development strategy, sales processes, structure, and best practices across the company
- Lead the Malaysia team (business and operation)

***STRATEQ GROUP OF COMPANIES, Jan 2020 till Mac 2022***

Position: Marketing Manager

**Key Responsibilities:**

- Oversee the overall marketing activities for Group Level and departments (6 departments)
- Leading the marketing activities, strategy planning and campaign in the healthcare industry.
- Oversees current offerings and comes up with initiatives for new products or services
- Research and analyses market trends, demographics, pricing schedules, competitor products, and other relevant information to form marketing strategies.
- Develop strategies and tactics to get the word out about our company and drive qualified traffic to our front door
- Deploy successful marketing campaigns and own their implementation from ideation to execution
- Experiment with a variety of organic and paid acquisition channels like content creation, content curation, event management, publicity, social media, lead generation campaigns, copywriting, performance analysis
- Produce valuable and engaging content for our website and blog that attracts and converts our target groups
- Build strategic relationships and partner with key industry players, agencies and vendors
- Works with a relevant to develop detailed marketing plans for all social media channels and sales teams.
- Establishes marketing goals based on company's direction and market forecasts
- Approves and oversees the creative development of promotional materials, website content, advertisements, and other marketing-related projects
- Communicates with various media buyers, advertising agencies, printers, and other services to help marketing projects come to fruition
- Provides in-depth information to interested department, and acts as a representative for the marketing department in important vendor meetings
- Works within the department budget to develop cost-effective marketing plans for each product or service
- Tracks all marketing data and creates detailed written reports and verbal presentations to bring to senior executives

- Organize and manage webinar, physical events, and meetings

***MIMS MEDICA Sdn Bhd (Mac 2010 till Dec 2018)*** ■

Position: Senior Business Team Manager

Key Responsibilities:

Team Lead

- Manage and mentor a team.
- Focus the team on the tasks at hand or the internal and external customer requirements
- Assure that the team addresses all relevant issues within the specifications and various standards
- Provide necessary business information
- Serve as meeting manager or chairman during our internal meeting
- Ensure deliverables are prepared to satisfy the project requirements, cost and schedule
- Help keep the team focused and on track and to achieve their sales target.

Business development:

- Identify, explore, analyze and develop new market opportunities in the healthcare industry
- Proactively initiate and engage sales calls to current and new prospects/clients.
- Prepare and provide proposals for clients
- Work closely with the editorial team and designers to design and execute pre agreed plans with clients for developing new business growth
- Interface with customers to solidify mutual expectations of performance and growth
- Assist clients conceptualize their project requirements through providing creative and innovative ideas and suggestions

Key Account Management:

- Responsible for managing, supporting, and servicing the account-related needs
- Responsible in sales development and achieving yearly sales target
- Proactively identify new sales opportunities within a set of assigned Accounts
- Proactively develop relationships with clients and provide integrated solutions
- Retain accounts through the development of strong relationships with key decision makers and users within client's organization
- Accountable for payment collection of all closed deals
- Ensure all sales proposals submissions meets the company's business guidelines and compliance such as medical approval process, regulatory approvals
- Continue to develop knowledge on the solution needs of the industry, and maintain broad awareness of the developments within the healthcare industry
- Able to present scientific and marketing ideas in a comprehensive

Publishing & Advertising (print and digital)

- Able to persuade clients to buy advertising space by explaining how specific types of advertising will help promote their products or services in the most effective way possible
- To provide clients with estimates of the costs of advertising products or services
- Proactively inform clients of available options for advertising art, formats, or features and provide samples of previous work for other clients
- Able to provide digital marketing campaigns, including web, email, social media and display advertising
- Able to provide measurements and reports on the performance of all digital marketing campaigns
- Identify trends and insights, and optimize spend and performance based on the insights
- Proactively brainstorm new and creative growth strategies
- Utilized strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Able to evaluate emerging technologies

#### Event Management:

- Handle road shows, conferences and advisory board events
- Assist in the planning, implementation and coordination of client's events  
Contribute ideas during the conceptualization of events and other related marketing activities
- Involve directly and indirectly in KOL/faculty management, delegate management and logistics management

#### Clients covered:

Multi-national and local pharmaceuticals/healthcare companies:

Pfizer, MSD ,Novo Nordisk Merck Sorono, Sanofi, Novartis,Astra Zeneca, A.Menarini, Servier, Allergan, Santen, Nestle Nutrition, Mead Johnson Nutrition, Baxter healthcare, Ranbaxy (generic) , Fresenius Kabi, LF Asia, CCM Pharmaceuticals ,Pharmaniaga and other smaller pharmaceutical clients .

#### Therapeutic areas covered:

Endocrinology, gastroenterology, rheumatology, cardiovascular, ophthalmology, respiratory, pediatrics, O&G, dermatology, pain management and others.

#### Key Achievements:

- Responsible for few key accounts – Grew the revenue of key accounts.
- Successfully introduced MIMS integrated marketing solutions to key clients, resulting in revenue growth.

#### ***BioQuest Pte Limited (May 2008 – June 2010)***

Position: Consultant

#### Key Responsibilities:

- Identify, explore, analyze and develop new market opportunities in the healthcare industry

- Grow the revenue contribution of existing business
- Responsible for sales development and achievement of yearly sales targets.
- Provide proposals to clients and secure the business
- Work closely with the sales & marketing team to achieve team & business objectives
- Assist clients conceptualize their project requirements through providing creative and innovative ideas and suggestions

**Key Achievements:**

- Handle Malaysia pharmaceutical client independently
- Ability to close sales and perform activities with effective presentations, negotiations and good communication with clients. An effective team player but also able to work individually with minimum supervision
- Able to work in a pressure environment  
Able to prepare reports, paper works and provides technical advice

***Ranbaxy (M) Sdn Bhd (Jun 2004 – April 2008)***

Position: Area Manager (Sales)

**Key Responsibilities:**

- Sales promotion of newly launched products
- Generate sales through effective detailing and sales promotion of a range of products to general practitioners (GPs), pharmacists and specialists

**Key achievements:**

- Identified, pursued and closed sales
- Penetrated new areas and developed many new customers
- Rewarded and recognized for excellent track record in credit collection

**Education**

**Certificate in Digital Marketing**

Field of study : Digital Marketing  
 Important paper : Introduction to DM, Setting Up Your Website, Social Media Marketing (Instagram) Social Media Marketing (YouTube), Social Media Marketing, (LinkedIn) – VIDEO Series, SEO, Google Analytics, Google Paid Ads, Facebook Paid Ads, E-Mail  
 Marketing Institute : Digital Marketing Consultant Malaysia (DMC)  
 Graduation Date. : October 2018

**Master's Degree**

Field of Study : Business Administration (MBA)  
 Major : Marketing  
 Important Papers : Marketing Research, Marketing Strategy, Marketing Management, Law and Business Ethics, International Marketing, Promotion Management, Strategic Management, Financial Management,

University. : Graduate School of Manager , University Putra Malaysia  
Graduation Date : August 2007

**Bachelor's Degree**

Field of Study : Bachelor of Science (BSc. Hons)  
Major : Chemistry  
University : University Kebangsaan Malaysia  
Graduation Date : August 2003

**Personal Particulars**

Date of Birth : 7th February 1980  
Gender : Female  
Nationality : Malaysia  
Marital Status : Married

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**Others**

Availability/Notice period: 2 months  
Willingness to travel : 50% (local and overseas)

**Reference**

- 1) Dr Thirunavarakasu  
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Strateq Group of Companies  
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- 2) Sherlynn Tan  
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**Curriculum vitae**  
**Sumitra A/P Pakry @**  
**Selvaraj**