



ELTON SAGIM

Marketing Manager

PERSONAL INFORMATION

BIRTH DATE:

30th October 1978

NATIONALITY:

Malaysian

YEARS OF EXPERIENCE IN INDUSTRY:

A degree in Biomedicine has served me well in providing a solid technical foundation during my career thus far in healthcare and pharma.

I have over 20 years of experience in healthcare and the pharma industry, with increasing responsibilities for commercial roles in both sales and marketing.

Myers-Briggs would define my personality archetype as an INTJ. At work I've been described as a responsible, analytical, creative team player and leader.

My friends and family would say I'm a warm, thoughtful person with a good sense of humor that loves good food and good company.

No matter the context and setting however, I love applying both creative and rational solutions to everything I do.

CONTACT INFORMATION

LOCATION:

Kuala Lumpur, Malaysia

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EDUCATION

UNIVERSITY OF MALAYA, Kuala Lumpur

Bachelor of BioMedical Science - BBioMedSc (Hons)

1998 - 2002

Best honors project thesis presentation recipient.

<https://medicine.um.edu.my/bachelor-of-biomedical-science-bbiomedsc-hons>



SMB SAINT ANTHONY, Sarawak

Awards: Science Quiz national champion. English debate team district champion. School Blue award recipient.



WORK EXPERIENCE

DUOPHARMA BIOTECH BERHAD

Marketing Manager, Ethical Specialty Business

Feb 2018 – Present

Responsible for managing two **key therapeutic areas** in three countries **Malaysia, Singapore and Brunei**.

- **Diabetes Care** (Insulins and Oral Anti-Diabetic Medications)
- Responsible for **over 20%** of the company's annual **topline revenue**.
- **Successfully launched the biosimilar analogue insulins Kirsty® & Basalog One®** with track record for securing several key tenders and growing market share.
- **Successfully secured a three-year RM 375.17 Million contract** to supply recombinant human insulin to all Ministry of Health hospitals.
<https://www.nst.com.my/business/2021/12/755348/duopharma-biotech-bags-rm37517mil-contract-supply-insulin-govt-hospitals>



Other roles & responsibilities:

- **Public awareness team lead** in the Duopharma COVID-19 vaccine taskforce
- **Risk Champion** for the Ethical Specialty Business division, responsible for identifying key risk factors, monitoring risk-mitigating measures.
- **Diabetes Care Digital App** development **taskforce leader**.
- **New diabetes-range product pipeline development**
- **External stakeholder management**, including trading partners, regulators, payors, KOLs and healthcare providers

SOFTWARE SKILLS

Microsoft Word



Top 15% of 6.0M people on LinkedIn

Microsoft Excel



Top 5% of 17.6M people on LinkedIn

Microsoft PowerPoint



Top 5% of 5.8M people on LinkedIn

HOBBIES & INTERESTS

What occupies me outside of work:



Travel



Dining & Entertaining



Fitness & Wellness



Board Gaming



Books & Book Clubs



Finance & Investment

SANOFI-AVENTIS

Senior Product Manager

2014 – 2017

Responsible for **Diabetes Portfolio** (Insulin)

- **Successfully launched Toujeo[®]**, a concentrated Insulin Glargine formulation and achieved the following within the first year:

Accelerated listing into drug formularies of HUSM & PPUM institutions

Rapid sales penetration into Brunei market

- Lantus[®] successful MOH tender renewal worth RM 7.0 Million per annum with minimal price erosion despite biosimilar competition

- Successfully increased average maintenance dose of Lantus[®] insulin in national public sector hospitals by 20% within 1 year

- **Expansion** of Lantus[®] into MOH primary care clinics with 100% penetration to MOH primary care Family Medicine Specialist prescribers within 1st year

- Led team to develop and launch first patient centric, closed loop marketing digital sales tool in Sanofi-Aventis' Southeast Asia region

Awards & Recognition:

Sanofi Aspire Award –2017 HUSM Toujeo[®] rapid listing

Sanofi Aspire Award –2016 Marketing excellence in execution

Sanofi GM Award –2015 Lantus[®] dose optimization campaign



NOVARTIS

Product Manager

2011 – 2014

Responsible for **Psychiatry** Portfolio: Clozaril[®], Exelon[®] & Ritalin[®]

- Successfully defended product equity and consistently renewed government tenders for off-patent products including Clozaril[®] & Ritalin[®] vs generics quoting at 20% of price.

Awards & Recognition:

Novartis People's Choice Award –Clozaril[®] tender renewal best practice 2013

Novartis Pharma Executive Council Award 2013 Clozaril[®] MOH tender renewal



JANSSEN-CILAG, a division of Johnson & Johnson

Assistant Product Manager

2008 – 2011

Responsible for **Psychiatry** Portfolio. Products included Risperdal[®], Invega[®], Invega[®] Sustenna[®] & Concerta[®]

Successfully launched Invega[®] Sustenna[®], an extended-release injectable antipsychotic.

Awards & Recognition:

Janssen-Cilag Asia-Pacific Product Manager of the Year 2009



Senior Product Specialist (Sales)

2006 – 2008

Responsible for **Neurology** portfolio: Topamax[®], Reminyl[®]

Product Specialist (Sales)

2003 – 2006

Responsible for **Neurology** portfolio: Topamax[®], Reminyl[®]

Awards & Recognition:

Sales Rep of the year 2007

PUSAT PERUBATAN UNIVERSITI MALAYA

Medical Laboratory Technician

2002 – 2003

Provided information for patient diagnosis and treatment by performing laboratory tests hospital laboratory. Specialized in **molecular-pathology and PCR-based testing**.



PUBLICATIONS

1. Leong CW, Sagim E, Yee KM, *et al.* Pharmacokinetic bioequivalence of sitagliptin phosphate tablet formulations: a randomized, open-label, crossover study in healthy volunteers. *Generics and Biosimilars Initiative Journal (GaBI Journal)*, 2023;12(1):7-11.
DOI: 10.5639/gabij.2023.1201.003
2. Leong CW, Sagim E, Yee KM, *et al.* Pharmacokinetics and relative bioavailability of sitagliptin hydrochloride and sitagliptin phosphate tablets formulations: a randomized, open-label, crossover study in healthy male volunteers. *Generics and Biosimilars Initiative Journal (GaBI Journal)*, 2023;12(1):12-6.
DOI: 10.5639/gabij.2023.1201.004



REFERENCES

Available upon request.

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