



# JESSICA ANN SELVARAJ

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Age: 37 years

## PROFILE

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A highly motivated and self-determined person. Execute my roles and responsibility with due diligence and dedication. With my strong adaptability and responsibility, I'm counted on as a mature team player.

Through my passion & knowledge in pharmaceutical field, buckled with 5 years of hospital pharmacy experience and 10 years of pharmaceutical sales & marketing experience, I'm aiming to contribute to the healthcare industry with common aim for people health betterment alongside to make distinctive career growth and be part of an organization's distinctive achievements.

## SKILLS & ABILITIES

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- Ability to drive sales and territory growth strongly through innovative, curiosity, unconditional commitment & effective communications with internal and external stakeholders on products
- Analytical ability to prioritize facts and data values as well identify market opportunities which contributes to effective and significant territory achievement
- Able to prepare & deliver compelling, engaging, informative, transformative, educational with excellent clarity presentation to both internal and external stakeholder in meeting business needs.
- Possess strong organizational skill that enable me to effectively manage my time, prioritizing my task that ensures meeting deadline, able to work under pressure and produce quality output.
- Able to grasp new ideas, knowledge or changes in a quick manner and perform new duties or roles with minimum supervision
- Innovative in solving a given problems or executing different strategies in achieving sales growth or product listing as well as generation of ideas in planning of marketing activities to drive sales.
- A strong team player with ability to value and understand different needs and style of team members and able to collaborate in any given levels within the organization with good interpersonal skills

## KEY STRENGTHS

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- Effective customer engagement
- Strong organizational behavior
- Independent & high adaptability
- Effective Presentation skill
- Negotiation
- Persistence and consistent sales management
- Innovative marketing & sales strategy development
- Account & project management
- Productive team player
- Strategical Thinking

## EXPERIENCE

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### 1) MAY 2023 – PRESENT

#### **ASTRA ZENECA SDN BHD**

#### **SENIOR MEDICAL REPRESENTATIVE – GOVERNMENT BUSINESS**

- Currently responsible to manage respiratory TA in primary and tertiary hospitals in JKWPKL.
- Close engagement with respiratory physicians, pulmonologist & family medicine specialist.
- To conduct continuous medical education for healthcare professionals to expand the depth of knowledge and grow the respective use of the product for patient benefits
- Manage stakeholders to manage the quota increments & allocations and grow the depth of business
- Innovatively implement the marketing strategies to reach sales objectives

## **2) JULY 2018 – FEB 2023**

### **MERCK SDN BHD**

#### **HOSPITAL EXECUTIVE**

- Covered various key specialist such cardiologist, endocrinologist and physician in private hospitals and government institutions in Klang Valley (Petaling Jaya, Shah Alam & Klang).
- Successfully performed new listings and continuously create new users for cardiovascular, diabetes, endocrinology (growth hormone and thyroid) group of drugs
- Excellent track record & consistently achieving sales vs target and above target year to year with YTD growth average at 9% for year 2022
- Performed sales forecast and business review quarterly basis with adequate analysis and minimal variance of forecast figures
- Showed good leadership skills within the team to lead and create discussion, and giving ideas develop meaningful reports to understand the progression of the projects for tracking and completion with success.
- Responsibly taken lead to execute and coordinate marketing campaigns for hospital team as follows:
  - i) Glycoleap (Prediabetes marketing campaign)
  - ii) TSH Access Programme (Thyroid marketing campaign)
  - iii) Franchise lead for Diabetes marketing activities:  
Perform task such as dissecting data into simpler messages help the team to go through information better and gain good understanding and attention from the doctors.
- Assist marketing team to engage potential key opinion leader for CME and webinars
- Adapted to digital transformation in conducting sales call by conducting 3 successful virtual hospital CME moderated by key specialist (without honoraria) during pandemic.
- Obtained several awards for successful sales achievement and product growth
- Shown initiative to grow and self-develop by accepting the

- **Short-term assignment in marketing as additional role:**
  - i) **Cardiovascular marketing short term assignment (April 2021- September 2021)**
    - Mentored by cardiovascular product manager, worked on “Heart To Get Live” in collaboration with NHAM.
    - Perform speaker and chairperson selection for the event and conducted discussion with selected KOL
    - Prepared topic outline for speakers and coordinated for slides preparation including sourcing for content as well references.
    - Performed internal communication with sales team on the program execution and invitation and KOL engagement
    - Effectively liaise with event vendor to execute the program
    - Involve in invitation brochure design, preparation, and approval
    - Followed through the CPD application process
    - Successfully performed post event marketing task
  - ii) **Thyroid product marketing short term assignment (October 2021 – October 2022)**
    - Perform product management duties and responsibilities which includes preparation of marketing materials, preparation of brand plan and strategy
    - Manage product A&P, accurately performed stock forecast and stock expiry management
    - Prepare tender documents for tender participation
    - Conduct product training to new joiners and product knowledge and marketing plan presentation to sales team during cycle meeting
    - Work collaboratively with medical team to execute patient awareness program and KOL engagement activities
    - Involved and executed digital marketing activities in collaboration with 3<sup>rd</sup> party marketers

- Achieved overall product growth of 21% YTD October 2022 vs 2021
- Performed OP target setting, performed quarterly business review, and setting quarterly target

### **3. Nov 2017-June 2018**

#### **ASSISTANT MANAGER OPERATIONS**

##### **PANTAI HOSPITAL KUALA LUMPUR**

- Strategically manage outsource service providers ensuring their service quality and compliance to hospital policies and patient safety
- Leading & managing a team of 6 support staff
- Performed successful negotiation of contract & tenders with suppliers/service providers
- Responsibly perform sourcing & selecting new suppliers/ service providers
- Developing/reviewing policy & procedures related to support service for JCI & MSQH audit
- Involved in planning & strategy management of the department operations with Senior Manager

### **4. JUNE 2016 - OCTOBER 2017**

#### **SENIOR ONCOLOGY PRODUCT SPECIALIST**

##### **DUOPHARMA PHARMACEUTICAL SDN BHD**

- Successfully managed the listing and sales of oncology range of products (Generic/biosimilars)
- Pioneer for the new specialty care team and exposed to new setup of a specialty care franchise and involved in market preparation that includes engagement of important KOL
- Exposed to new product development stages (sourcing/registration with NPRA) up to product launch and exposed to management of A&P for marketing plan.
- Collaborate with Product Manager in planning of marketing activities with sales revenue forecast & budget allocations

- Effectively covered key oncology centers and key KOLs in entire West Malaysia
- Planned and executed successful CME for Oncologist to provide update on products and company profile

## **5. APRIL 2014 – APRIL 2016**

### **PHARMACEUTICAL EXECUTIVE**

#### **KOTRA PHARMA SDN BHD**

- Covered various key specialist such cardiologist, endocrinologist and physician, Orthopedics, Pediatrician, Surgeons and Infectious Disease specialist in variety key private hospitals in Klang Valley, Seremban, Melaka and Perak
- Successfully performed new listings and continuously create new users for cough & cold, antibiotics and cardiovascular range of products
- Excellent track record & consistently achieving sales vs target and above target year to year and achieved top sales achiever awards.
- Performed sales forecast and business review quarterly basis with adequate analysis with strategical action plan for business recovery
- Collaboratively work with marketing team to execute marketing activities to reap sales in given territory
- Proposed and initiated first round table discussion event for antibiotic product

## **6) APRIL 2009 – APRIL 2014**

### **PHARMACY ASSISTANT**

#### **PANTAI HOSPITAL KUALA LUMPUR**

- Perform both outpatient and in patient drug counselling which involve guiding and training patients on proper use of insulin and inhalers.
- Responsible to screen prescription for drug interactions, dosing accuracy especially for pediatrics antibiotics as well poly pharmacy management
- Actively involved in performing cytotoxic drug reconstitution and management of cytotoxic drugs

- Accurately manage cytotoxic drug inventory and screening of oncology patient prescription
- Involved in overall hospital pharmacy operation which includes mentoring and training of junior staff in aseptic preparations.

## **SUMMARY OF SALES ACHIEVEMENTS**

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- Successfully listed and expanded business for generic oncology products within 6 months of launch without the aid of samples to almost all private oncology centers with business growth of 70%
- Proven ability to convince and impactfully build confidence and influence KOLS on use of generic oncology as an affordable cancer treatment option.
- Merck Sales achievement 2018 (104%), 2019 (110%), 2020 (101%), 2021 (105%) and 2022 (100%)
- Recorded consistent territory growth year to year in Merck averagely of 10% together with strong key brands growth.
- Achieved top performer for new comer in Astra Zeneca – 2024

## **AWARDS**

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- Kotra Pharma Best Team Performance Year 2014/2015
- Merck 2018 Diabetes Champion Award – Product growth achievement of 15%
- Merck Top Sales Team Award 2019 – 2<sup>nd</sup> Place
- Merck Top Sales Team Award 2022 – 3<sup>rd</sup> Place
- Merck Best Medical Project 2022
- Merck Top Digital Transformation 2022
- Astra Zeneca Top Newcomer Award 2023

## **TRAINING/CERTIFICATIONS**

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- High Impact Probing Skills
- Coaching skills
- Customer Behavioral Traits Training
- Presentation Skills



- Body Language Skills
- Malaysian Pharmaceutical Society – Safety & Savings in Oncology Pharmacy
- Workshop on Legal Perspective on Medical Error & Patient Safety Liability

## EDUCATION BACKGROUND

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2006- 2008 Diploma in Pharmacy  
*Masterskill University College of Health Sciences*  
 CGPA: 3.89

2009- 2013 Bachelor in Business Administration (Marketing)  
 Open University Malaysia  
 CGPA: 2.76

2021 – Present Master in Business Administration (Global Marketing) MBA  
 Management & Science University

***Research work: Understanding the influence of pharmaceutical digital marketing towards physicians prescribing behavior in Klang Valley***