



**THEN KEK  
FOONG**

## PROFILE

I am a result driven person who has developed various technical skills and relationship building in Pharmaceutical/Medical Field with over 20 years of excellent track record and reputation.

## CONTACT

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## HOBBIES

Reading  
Jogging  
Socializing

## EDUCATION

**University of Malaya,**  
1997 – 2001  
Bachelor of Science in Biochemistry

## WORK EXPERIENCE

### **CTA Nutraceuticals Sdn Bhd [Sales Manager]**

Mac 2023- Now

1. Seeking Collaboration with Medical Centres, Group Practice Clinics, Specialists clinic in integrating Nutritional Medicine into main stream practice.
2. Sales & Marketing of company nutraceutical products to Healthcare Professional through field visits, conference, CME, corporate presentation.
3. Promoting Corporate Wellness programme to C Levels of the company.

### **Gnosis Laboratories Groups [Clinician Service Manager]**

Mac 2022-August 2023

1. Promoting Company Laboratory services to hospital seeking for cost optimization.
2. Sales & Marketing of company Genetic Testing and Blood Derived Biologics to Specialists Clinic such as Oncologists, Haematologists and Orthopaedics Surgeon

### **World Gloves International Group Sdn Bhd [Sales & Marketing Manager]**

Mac 2021–Mac 2022

1. Expanded Company Sales in Government tenders for Gloves and PPE Disposable Items.
2. Established Company platform in some of the International Market place .

### **Astramern Sdn Bhd [Sales Manager]**

Dec 2020–Mac 2021

1. Overseeing Sales related activities mainly in **Consumables, Nutraceutical and Vaccine** businesses such as Sales Call supervision, Sales Strategies Planning, Sales Review, Recruitment, Business Development, Product Training, Department Budget Planning.

### **Pharm-D Sdn Bhd [Business Unit Manager]**

April 2014–August 2020

1. Overseeing business unit's Sales and Marketing activities, mainly dealing with Oncology, Haematology and Anti-Infective drugs (ICU settings) that are widely used in Government and Private Hospitals. Managed to quadruple the Sales of the unit from RM 1.8 million to RM 7.8 million in 5 years
2. Preparation of the dossier for Blue Book Submission (National Drug Formulary) and managed to list in 4 products in 3 different therapeutic areas namely Oncology, Haematology and Infectious Disease through the engagement and endorsement of the Key Opinion Leaders from respective fields
3. Planning and monitoring business unit Target and Expenses to ensure the profitability of the business unit. The business unit had achieved considerably healthy margin of more than 30% for 5 years consecutively.
4. Goal Settings for the Sales Force with coaching and training to enhance sales team's competency and value based selling.

**Great Eastern Life Assurance [Agent]**

Mac 2011-Mac 2013

Promoting financial products such as BusinessContinuity Plan, Personal Wealth Portfolio, Retirement Benefits to the Business Owners of SMEs, SMIs and small enterprise. I have managed to qualify for few rounds of Oversea Trips and some personal recognition for achievements of Annualized Premium of RM 100K.

**Hospira [ Senior Sales Executive]**

Feb 2010-Feb 2011

1. Handled Oncology, Hematology and Sedative Agent products
2. Won some of the Government Hospitals contract for the supplies of few Oncology products.
3. Listed company sedative agent into the Hospital Formulary
4. Actively involved in coordinating multi-centers clinical trials of the company newly launched sedative agents in Asia Pacific Region.

**Asia Implant [ Sales Executive]**

Aug 2009-Jan 2010

Handled Dental Medical Products such as Implants, Braces, Software Program to General Dentist, Prosthodontist, Periodontist, Oral Surgeon.

**Parker Hannifin [ Sales Engineer]**

Mac 2005- Aug 2009

1. Handled Industrial Filtration products which cater for High End Users such as Pharmaceutical, Electronic, F&B and etc.
2. Business planning, inventory forecast, customer technical support and project consultation, overseeing distributors and dealer account.
3. Penetrated into few Pharmaceutical and Electronic Manufacturing account and thus establish company leading position in the market
4. Constantly achieved my Sales Target and was managed to increase the Sales from RM 500K to RM 1.5 million within 4 years.

**Sanofi Pasteur [ Professional Vaccine Representative]**

Jan 2002- Feb 2005

1. Handled General Practitioner team (GP) and Bumi Agents tendering documentation for adult and children vaccine portfolio
  2. Doubled my sales from RM 1 million to RM 2 million during my 3 year's tenure in the company. Voted as one of the most outstanding member in the group.
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