

SUJA NAYAR

Based in Kuala Lumpur

012 -294 5815 | sujadhini@gmail.com



PROFESSIONAL EXPERIENCE

Zuellig Pharma Holdings (Headquarters office in Singapore)

Regional Business Development Manager – Data Analytics & Digital Solutions

Apr 2023 - Present

Drives business development and client relationship management activities in APAC region.

Key Roles

- Develop strategy and implementation of the Data & Digital solutions portfolio for APAC region.
- Leads all business development efforts for the department, including building sales pipeline, developing business proposals, consultative selling of solutions and managing CRM platform.
- Negotiates contract for new businesses, renewals, and key point of contact of client throughout the process.
- Identify client's business problems, propose customised data or digital solutions by looking beyond existing methodologies and facilitate implementation of solutions.
- Partner with stakeholders in the private & government sectors for mutually beneficial business partnerships.
- Responsible for building new data & digital initiatives business case and strong justification from market research, proof of concept, operations requirement, resource planning and commercialisation plan.
- Responsible for data and digital marketing activities.

Zuellig Pharma Sdn Bhd

Head of Business Development – Data Analytics, Digital Solutions & New Initiatives

Apr 2022 – March 2023

Business Development Manager – Data Analytics, Digital Solutions & New Initiatives

Apr 2019 – March 2022

Drives business development and oversees Data Analytics, Digital Healthcare & New Initiatives department.

Key Achievements

- Established new data analytics & digital department in the market and grew it to >MYR 3 million revenue business within a year.
- Achieved annual stretched target 3 years continuously with double digit growth and ~90% contract renewals.
- Initiated engagements with key stakeholders in MoH, potential industry partners and consultants to successfully shortlist an internally developed healthcare digital solution for a national project.
- Led a cross-functional project team of multidisciplinary experts to build a business model to successfully kickstart e-commerce service within the company and onboarded >30 consumer healthcare brands on e-commerce platform, hitting the business break-even point within a year.
- Successfully launched a pilot e-marketplace project after building a business case and obtaining approval from the board.

Frost & Sullivan Sdn Bhd

Oct 2018 – Apr 2019

Senior Consultant – Asia Pacific (APAC) Region

Provided research and consulting expertise, responsible for business development and client management activities within APAC region.

Key Roles & Projects

- Provided strategic consultation to clients on growth strategies, primarily in healthcare and digital industries.
- Developed bespoke client solutions, managed delivery of projects and built relationship with clients.
- Key client projects worked on are 'Office of the Future', 'New Business Opportunities in Health & Wellness' & '2030 Healthcare Trends'.

Manager – Corporate Strategy

Developed integrated socioeconomic development programmes and long-term strategic roadmaps for the Kuala Lumpur – Singapore High Speed Rail corridor. Managed syndication with relevant agencies and key stakeholders on proposed initiatives as well as developed detailed project management plans.

Key Roles and Projects**Team Lead – Blueprint for Economic Zones along High Speed Rail Corridor**

- Developed an economic development blueprint for priority sectors along High Speed Rail corridor in collaborative planning with project stakeholders to ensure incremental ridership numbers.
- Provided recommendation and key action initiatives based on analysis of reports and studies.
- Managed stakeholder engagements and realised publication of a one stop incentive guidebook for potential investors in 7 industries.

Team Lead for Healthcare & Biotechnology Catalytic Projects

- Successfully onboarded 8 catalytic projects to the programme by developing and communicating key company strategies to industry players.
- Identified 12 enabler projects by facilitating 5 solutioning workshops with 150 attendees from government agencies and industry players. Executed 2 talent projects and managed 1 regulatory initiative.

Malaysian Bioeconomy Corporation Sdn Bhd (Govt Linked Company under MOSTI)**Aug 2013 - Sept 2016****Senior Analyst - Business Development & Investment**

Facilitated 30 healthcare companies annually to access local information, networks, and assets needed for establishment and growth in Malaysia. Prepared pitch decks, proposals and facilitated discussions with potential investors/ companies, contributing to 3 multi-million investments, achieving 150 % of stretch targets annually.

Key Roles & Projects:**Account Manager for Multi-million Projects**

- Conducted feasibility study, recommended growth strategies and managed multiple stakeholder relationships within the client's organisation to successfully close MYR800 million investment.
- Facilitated local companies to raise MYR5 million funds for pre-clinical trials by providing support to CEO in discussions with venture capitals and angel investors.

Team Lead – Nurturing Programme for Local Healthcare Companies

- Developed strategic business models and business matching proposals for potential investors.
- Facilitated collaboration between local companies and MNCs for manufacturing medical devices locally.

Project Manager – Investment Trips to United States, Thailand and Singapore

- Managed cross-functional event team, business meetings and a delegation consisting of C-level clients, high-level government officials, resulting in 15-30 potential leads from each business trip.
- Prepared business proposals and facilitated C-level investors discussions.

EDUCATION BACKGROUND**Master of Business Administration (MBA)****2015 - 2017****Edinburgh Business School Heriot-Watt University**

- Recipient of Postgraduate Scholarship
- Aecom Business Plan Global Challenge Winner
- Obtained overall Distinction

Double Degree: Bachelor of Science (BSc) in Biotechnology & Medical Bioscience**2008 - 2011****Monash University**

- Recipient of Monash University Scholarship Award
- Obtained overall Distinction