



# LIM CIU YUN

## PROFILE

More than 10 years of sales experience in FMCG in pharma industry, including channel management from pharmacists to medical practitioners. Wide portfolio such as key account management and independent pharmacies.

## CONTACT

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## HOBBIES

Books on bibliography & motivational, travelling, Youtubing ON TED Talks, perfumery

## REFERENCES

Ms Yong Kooi Yoke  
Team Leader AztraZeneca  
012-351 9123

Dato' Dr Noor Zalmy Azizan  
Consultant dermatologist

## EDUCATION

### Wawasan Open University, KL

2014 – 2017

Commonwealth Executive Master Degree in Business Administration (MBA) [CGPA 3.44; Awarded MyBrain MyMaster scholarship. Project coursework on talent management]

### University Malaya, KL

2004 – 2008

Bachelor of Science Education [CGPA 3.2; Research assistant]

## WORK EXPERIENCE

### Paragon Corporation Group [HABA/Key Account Manager]

2018 – 2024

1. Optimization total key account in company for multiple brands in national health & beauty channels
2. Present to Excomm on Malaysia total business quarterly. Proposed inspirational revenue plan yearly followed by blueprint of new business model
3. Manage demand creation for total key accounts that began with monthly RM300k to RM20m turnover across period of service in current company
4. Launch new brand ie. Emina driving demand RM5m in Y1, subsequent doubled in Y2.
5. Research and developed localization of trade plan for key accounts for service distinction and customization
6. Collaborate with team (commercial, market development, regulatory, consumer insights, procurement, marketing) to create and implement relevant and engaging business plans
7. Met tight project deadlines consistently through effective time management, ensuring on-time delivery and account's satisfaction.
8. Persuaded key stakeholders to adopt new system in Malaysia, streamlining processes and increase efficiency from 45% to 90% on inventory management

#### Achievement:

Achieved growth of business more than 90% continuously in the past 3 years.

### DKSH Malaysia [Pharmacy/OTC Sales Manager]

2018

Responsibilities

1. Manage daily core activities and improve customer service and sales planning by Customer Relationship Management and Sales Force Effectiveness solution.
2. Shelf management programs, customer and consumer loyalty schemes, merchandising and field marketing services.
3. Channel management for independent pharmacies & minichains key account management.

### Gayana Pharma Sdn Bhd [Ethical/Sales & Marketing Manager]

2016 – 2018

Responsibilities:

1. Responsible to setup a new business model for compounding pharmacy & talent development.
2. Lead strategy, marketing plan development and implementation for medical practitioners customized campaigns.
3. Develop channel and category analysis and key drivers for growth.

#### Achievements:

1. Successfully increased YTD sales by 165%.

2. Brand endorsement with Key Opinion Leaders with specialists such as Gynecologist, Aesthetician, Immunologist and Pediatrician.

**Neo Asia (M) Sdn Bhd [Ethical/Area Sales Manager cum Trainer]**

2013 – 2016

**Responsibilities:**

1. Increase business share of medical-grade skincare portfolio, beauty supplement and filler in ethical channel in Klang Valley.
2. Execute sales plan to ensure achievement of brand strategies, trade campaigns and marketing activities for regions
3. Good relationships with specialists, medical by exploring specific needs; identify new areas for expansion and new market opportunity.
4. Develop CRM programs and implement customized training programs for business partners and specialists.

**Achievements:**

1. Won tenders in two government hospital (Hospital Kuala Lumpur and Hospital University Kebangsaan).
2. Successfully conducted CME at specialist department for HKL, HUKM, medical centres and clinics.
3. Achieved 141% vs target in 2015.

**Zuellig Pharma (M) Sdn Bhd [Pharmacy/Key Account Executive ]**

2010 – 2013

**Responsibilities:**

1. Key account management for 5 brands: Johnson & Johnson, Total Image, Perskindol, Servier, Unam
2. Manage key accounts total A&P budget, inventory management and ensure sales forecast accuracy.
3. Plan and implement merchandising, promotional and trade marketing plan.
4. Analyze market, product segment/category and consumer data to make recommendations to clients.

**Achievements:**

1. Achieved 117% sales achievement for total of 7 key accounts in 2014.
2. Awarded 2 times for core values appreciation.
3. Host as emcee for annual dinners for twice.
4. Successfully relief a sick colleague with 110% sales achievement from March to June 2013.