

# Noorrazidah Azmi

## Senior Executive Corporate Affairs



## Contact Information

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- 💍 Status : Married

## About Me

Healthcare Marketing & Business Development Professional | Passionate Biohealth Science graduate with over 10 years of hands-on experience in developing efficient and intuitive marketing strategies for hospitals, driving growth and innovation in the healthcare industry. With a proven track record in marketing strategy and business development, I specialize in creating impactful campaigns, fostering strategic partnerships, and driving revenue in the dynamic healthcare landscape.

## Work Experiences

### Senior Executive Corporate Affairs and Marketing UM Specialist Centre (UMSC) | 2018 to Present

UM SPECIALIST CENTRE



- Marketing Strategic Planning: Developing and executing result-driven marketing strategies aligned with healthcare industry trends.
- Campaign Management: Orchestrating end-to-end marketing campaigns that captivate audiences, drive engagement, and achieve measurable results.
- Health Package Creation: Designing comprehensive health packages that meet the evolving needs of individuals, corporate clients, and healthcare institutions.
- Business Development: Proven success in forging strategic partnerships and expanding business opportunities within the healthcare landscape - Insurance and Corporate Empanelment
- Market Analysis: Leveraging data and market insights to identify opportunities, understand customer needs, and stay ahead of the competition.
- International Patient Marketing: Leading collaborative efforts with agents and stakeholders for medical health tourism, working closely with MHTC to drive international patient engagement.
- CME & Symposium Leadership: Organizing impactful Continuing Medical Education (CME) programs and symposiums targeted at General Practitioners, fostering professional development and networking.
- Corporate & Healthcare Event Execution: Delivering seamless execution of high-profile events, including ward launches, corporate gatherings, and the hospital's 25th anniversary celebration, elevating brand presence and stakeholder engagement.

### Senior Key Account Executive Beacon Hospital | Aug 2014 - Mar 2018



- Corporate Account Management: Overseeing a diverse portfolio of corporate clients within the company's product range, focusing on Corporate and Insurance Empanelment to ensure seamless service delivery and client satisfaction.
- Strategic Relationship Building: Establishing and nurturing strong relationships with key players in target markets to foster long-term contract business, expand market presence, and enhance brand visibility.
- Sales & Business Development Planning: Contributing to the continuous refinement and execution of sales and business development strategies to drive growth and capitalize on emerging opportunities.
- Public Representation: Acting as the company's ambassador at exhibitions, seminars, conferences, and corporate events, representing the brand and promoting its services to a wider audience.
- Public Relations & Corporate Engagement: Leading a range of public relations activities, aimed at elevating the company's image and strengthening its relationship with stakeholders.
- Leadership & Team Development: Interviewing, coaching, and providing training to subordinates, ensuring their professional growth and alignment with company goals.
- Performance Management: Conducting quarterly quality reviews and annual performance appraisals for a team of (number) full-time employees, ensuring high standards and continuous improvement.

## Core Skills

- Microsoft Word, Excel, PowerPoint Proficiency
- Market Analysis & Insight Application
- Sales & Business Development Strategy
- Strategic Partnership Building
- Health Screening Package Management
- Client Relationship & Patient Handling
- Corporate & Insurance Empanelment
- Market Analysis & Insight Application
- Event Planning & Corporate Representation
- Public Relations & Brand Promotion
- Team Leadership, Coaching & Training
- Performance Management & Quality Reviews
- Sample Handling & Diagnostic Workflow Management
- Communication & Stakeholder Engagement
- Canva for Marketing & Design
- Problem-Solving & Decision Making

## Industry Insight

Highly familiar with the medical and corporate environment, thriving in highly disciplined systems. My 10 years of experience have honed my understanding of the diverse and dynamic healthcare landscape.

## References

Nur Isnabila Ismail Shah  
Assistant Manager, Affinity & Digital Partnerships  
Allianz General Insurance Malaysia Berhad  
6012 297 1134

Ms Cheong Wai Fung (Agnes)  
Director of Corporate Division of Health Screening  
Beacon International Specialist Centre  
6012 278 3673

## Medical Laboratory Technologist (MLT)/Management Trainee BP Healthcare Group | March 2014 - Jul 2014



- Health Screening Operations Lead: Managed the health screening process, overseeing walk-in patients, and promoting health screening packages to ensure a smooth and efficient service experience.
- BP Food Environmental Testing Oversight: Responsible for monitoring and maintaining workflow at the Diagnostic Centre (DC), ensuring compliance with BP Food Environmental Testing protocols.
- Medical Report & Sample Handling: Facilitated the release of medical reports, daily settlements, and sample management, including packing blood and urine samples for lab processing. Coordinated with BPLab on urgent, referral, and non-routine cases, while promoting health screening packages and assisting doctors.

## Education Background



**Gwangju Institute of Science and Technology (GIST)**  
Internship, Biohealth science (School of Science, Korea)  
2014 - 2014  
Final Year Internship under Korea GIST International Scholarship



**University of Malaya (UM)**  
Bachelor of Science (Hons) in Biohealth Science  
2010 - 2014  
First Class Degree 3.82 (With Distinction)



**Kolej Teknologi Timur (KTT)**  
Alevel Cambridge  
2008 - 2009  
Preparation to India for Dentistry Degree Course



**Tunku Kurshiah College (TKC)**  
Boarding High school, Science Stream  
2003 - 2007  
Sijil Pelajaran Malaysia (SPM) | 9A  
Penilaian Menengah Rendah (PMR) | 8A

## Training / Courses Attended

- High Impact Business Presentation Skills
- Incorporating Personal Grooming and Basic Etiquette
- Digital Revenue Management in Healthcare Post-Pandemic 2020
- The 2nd Malaysian Cancer Care Initiative
- The Journey Towards the Leadershift transformation | Track 1 : The 7 Habits of Highly Effective People
- Leading at the Speed of Trust
- Upskilling Programme : Microsoft Excel Intermediate to Advance Level
- Internal UMSC's Brand Activation 2022 on New Tagline of UMSC "Malaysia's Premier Quaternary Hospital"
- Yearly Business Plan and KPI Workshop
- BFM Brandfest 2024 : Building Future Marketers

## Languages

- English
- Malay
- Basic Korean