

KAMINI SENGALRAYAN

Over 20 years in the pharmaceutical industry with training, sales, marketing and market access experience in the therapeutic field of oncology, rare diseases, surgery, urology, neurology, respiratory, internal medicine, dermatology and anesthesiology. Experienced in supervising, coaching and motivating sales staff and promoting assigned brands across all channels of sectors, both private and government throughout the years. Experienced in handling the government and tender business development of all promoted brands. Stimulate sales and expand market share. Coordinating all phases of sales & marketing including launch, brand strategic planning, budgeting and pricing.

- Proven track record of product performance/sales achievement.
- Creative in bringing ideas to enhance brand differentiation.
- Passionate and motivated in brand building and delivering business solutions
- Adapt at accomplishing multiple tasks simultaneously; work well under pressure.
- A motivated and self-directed team player, committed to delivering business solutions and contributing success to the company.

Career Objective

To be able to utilize my knowledge, skills and experience to enhance the company's resources towards achieving its goals as well as look for challenging opportunities to further expand my experience.



Personal Info

Email

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Date of birth

1975-03-22

LinkedIn

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Core Competencies

Leadership Skills

Strategic and Critical Thinking

Business Acumen

Effective Communication Skills

Analytical Skills

Strong work ethics

Result Oriented

WORK EXPERIENCE

2022-07

- 2023-11

Patient Access Manager

Roche Malaysia Sdn Bhd, Petaling Jaya

Key Work Description/Achievement:

- Implement initiatives that align to access strategy and brand objectives.
- Collaborate with marketing, medical, legal, regulatory, analytics and field sales to ensure optimal execution of patient access and reimbursement strategy.
- Manage operations of reimbursement support and patient support program adherence.
- Key external stakeholder engagement to increase brand advocacy.
- Patient Advocacy Group engagement and execute activity plans.
- Engagement with Health Economists in developing Budget Impact Analysis, cost-effectiveness, cost minimisation and other relevant Health Technology Assessments.
- Develop business cases on pricing and patient assistance programs adhering to global policies for approval and implementation.
- Established and maintained effective communication with physicians and community organizations to promote high-quality patient care.

2021-06

- 2022-07

Marketing Manager

GlaxoSmithKline (M) Sdn Bhd, Petaling Jaya

Key Work Description/Achievement:

- Developed full commercial brand plan and A&P budgeting within 2 months including patient journey, patient potential tower, brand strategies, activities and market share ambition.
- Research and analyze market trends, demographics, pricing schedules, competitor products, and other relevant information to form marketing strategies.
- Production of promotional materials and develop marketing campaigns.
- Worked with the sales team to understand the market and customers' needs, and refocus key brands by channel and portfolio selling.
- Engaged KEEs on key therapeutic areas to increase brand advocacy and develop a speaker pool for the Expert Forum series and medico-marketing activities.
- Developed 4 new local and international speakers for key focus products within 5 months.
- Engaged HCPs via omnichannel engagement and ran digital campaigns.
- Successfully executed 4 webinars and POA for rep-led activities from June

English	★★★★★
Bahasa Melayu	★★★★★
Tamil	★★★★☆

2021
Global Recognition - GOLD
2019

2011-08
- 2015-07

2018

2015

2014

2011

2009

High Performance Behaviour - Leading People

2015-08

- 2021-05

2011-08

- 2015-07

2009-05

- 2011-07

2006-01

- 2009-04

2005-01

- 2005-12

2004-07

- 2004-12

– Oct 2021

- Communicate with regional and global teams on brand direction and achievement
- Close working relationship with the Head of Sales in providing direction, development and support to ensure the sales team is performing at optimum

Senior Area Sales Manager

GlaxoSmithKline (M) Sdn Bhd, Petaling Jaya

Area Sales Manager

GlaxoSmithKline (M) Sdn Bhd, Petaling Jaya

Key Work Description/Achievement :

- Lead a team of Medical Representatives to perform and achieve their KPIs and overall sales growth.
- In-field coaching of the team to improve their selling competencies and increase productivity.
- Grow the business in GSK and increase the market share.
- Classroom coaching to improve individual territory business planning hence grab all opportunities and grow the business in their area. Also to capture competitors' markets by active communication of key selling messages
- Form a partnership with marketing and medical through influencing the outcome that is beneficial to relevant stakeholders both internal and external.
- Champion the implementation of key marketing and corporate initiatives.
- Encourage a climate of collaboration by driving shared values and ways of working.
- Identify and execute development plans for key talents.
- Ensure a high level of motivation within the team.
- Build strong relationships via account management with all key stakeholders.
- Develop and execute a successful business plan to ensure sales initiatives are aligned with customer insights and strategic goals of the brands.
- Handled government and tender business, engaging government officials for opportunities to build market share.

Training Manager

GlaxoSmithKline (M) Sdn Bhd, Petaling Jaya

Key Work Description/Achievement :

- Conducted and oversaw NRDP (New Reps Development Program), including Distance Learning, Disease & Product Training, Sales Call Model Training and Business Essentials
- Accessed training and development needs and building capabilities of the Sales Force on disease & product knowledge and selling skills.
- Collaborated with therapy area stakeholders to design, develop and deliver all product training needs and requirements.
- Conducted First Line Leaders programs/workshops. eg. Emotional Intelligence, Leadership skills
- Evaluated the success of training programs at all levels and recommended improvements to upper management to enhance effectiveness.
- Implemented new learning strategies depending on employees' skill levels.
- Directed field training to enhance the sales teams' skills enabling the implementation and execution of brand promotional strategies

Training Executive

Sanofi Aventis (M) Sdn Bhd, Petaling Jaya

Product Specialist

Sanofi Aventis (M) Sdn Bhd, Petaling Jaya

Sales Executive

Schmidt BioMedTech (Malaysia), Petaling Jaya

1999-12 - 2004-07	Professional Medical Representative <i>Astra Zeneca Sdn Bhd, Petaling Jaya</i> Key Work Description/Achievement : <ul style="list-style-type: none"> • Engaged doctors, pharmacists and medical teams to raise awareness of the latest product information and improve patient outcomes. • Analyzed the market to identify new opportunities and strengthen relationships with treating physicians. • Recognised trends within the territory and industry to create proactive plans. • Worked closely with the commercial operational team to execute promotional campaigns. • Consistently achieved yearly sales target.
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EDUCATION AND QUALIFICATIONS

1995-06 - 1999-04	BSc Hon in Microbiology <i>University of Malaya, Kuala Lumpur</i>
1993-04 - 1994-12	Sijil Tinggi Pelajaran Malaysia <i>St Johns Institution, Kuala Lumpur</i>
1988-01 - 1992-12	Sijil Pelajaran Malaysia <i>Methodist Girls School, Kuala Lumpur</i>

CERTIFICATES

2022	Omnichannel Marketing
2019	Business Acumen
2018	Personal Resilience
2017	Emerging Leaders Forum Malaysia
2016	Energy for Performance
2016	Managing Daily Performance
2015	Working with Emotional Intelligence
2011	Coaching Salespeople into Sales Champions
2010	Asia Pacific Sales Manager Development Program
2009	Membership of The National Federation of NLP
2009	Training Foundation
2009	Effective Working Relationship with MBTI
2009	Influencing and Persuasion Skills
2009	Improve Sales Performance with NLP
2008	The Magic of Making Training Fun
2008	Subconscious Influence & Salesmanship
2007	Making Presentation Come Alive
2006	Train the Training Manager
2006	Licenced to Lead
2000	Team Building and Leadership