

Cheng Hui, Kang

Contact: 0192316589

Email: chenghui.kang77@gmail.com

Languages: Fluent in English, Chinese,
and Malay



EXECUTIVE SUMMARY

Seasoned pharmaceutical executive with 25 years of progressive leadership experience, from pharmacist to Commercial Strategist and Leader, driving transformative growth across Malaysia, Singapore and Brunei. Known for shaping ecosystems, leading high-stakes product launches, and delivering sustainable, double-digit growth in competitive and regulated environments.

I bring a unique blend of **P&L ownership, strategic foresight, and people-first leadership**—consistently turning underperforming businesses into growth engines through commercial excellence, market-shaping strategies, and innovation. My commercial experience spans diverse portfolios—Oncology, CVRM, Neuroscience, Immunology, Urology, Women's Health, and Ophthalmology—and has delivered enterprise impact across multinational and local ventures.

I thrive at the intersection of business transformation, market access, brand building and talent development. Whether launching next-gen therapies, reshaping go-to-market models, building functional capabilities or leading organizational transformation, I mobilize cross-functional teams toward bold visions and tangible results.

Now ready to serve as **Chief Commercial Officer**, where I can scale my impact at the enterprise level—aligning commercial, medical, access, regulatory and digital strategies to drive long-term growth and patient outcomes.

EDUCATION & QUALIFICATIONS

- Postgraduate Diploma in Digital Business, Columbia Business School, US (2020)
- Master of Business Administration, University of Strathclyde, UK (2010)
- Registered Pharmacist (R.Ph.) (2003)
- Bachelor of Science in Pharmacy, Universiti Malaya KL, Malaysia (2002)

Professional Certifications:

- ICF accredited Certification of Professional Coaching (On-going)
- Certified Coach of Neuro-Linguistic Programming (2023)
- Certified Practitioner of Neuro-Linguistic Programming, Time-Line Therapy & Hypnosis (2022)

PROFESSIONAL EXPERIENCE

Astellas Singapore & Malaysia

Business Unit Head, Specialty Care (Transplant, Urology, Women's Health, Ophthalmology)

Oct 2022 – Present

- Designed and executed strategic plans to accelerate portfolio growth, achieving high double-digit sales growth in transplant and urology markets through ecosystem shaping and strategic account management.
- Spearheaded 2 First In Class Treatments' business case development & launch readiness for Women's Health and Ophthalmology products.
- Managed and coached senior managers to execute go-to-market strategies effectively.
- Secured multiple 2 to 3-year government tenders for transplant and urology portfolios through strategic value negotiations despite generic competition.
- Leadership Sponsor for Corporate Social Responsibility and Career Conversation Week Task Force, championing initiatives that drive social impact and career growth.

Interim Business Unit Head, Oncology (Astellas Thailand)

Aug 2024 – Nov 2024

- Guided the cross-functional team in developing and executing strategic plans for PADCEV's expanded indication launch, ensuring seamless market expansion and the successful development of a patient affordability program.
- Provided strategic coaching on resource planning to establish the Claudin 18.2 testing lab, laying a strong foundation for market adoption of this breakthrough oncology innovation.

Protherapix Sdn Bhd, Malaysia

Commercial Director & Business Partner

June 2020 – Sep 2022

- Spearheaded a comprehensive business model transformation, turning around a stagnant operation into a high-growth, evidence-based nutraceutical business during pandemic.
- Led pharmacy channel expansion for OTC supplements, strengthening presence across key retail chains through trade marketing strategies that enhanced in-store visibility, accelerated sell-through, and built brand equity at the point of sale.

LNS Integration, Malaysia

Strategy Consultant – Project Management

May 2019 – May 2020

- Partnered with senior executives to redefine company objectives, optimize sales execution, through the development of Salesforce Competency framework for South East Asia. Directly involved in the training of sales managers from the region to enhance commercial effectiveness.

AstraZeneca Sdn Bhd, Malaysia

Business Unit Director – Cardiovascular, Renal & Metabolism

Jan 2016 – Mar 2019

- Led and executed strategic commercial plans for a USD 40M portfolio spanning statins, antiplatelets, and diabetes therapies.
- Drove 32% CAGR growth in the diabetes portfolio, successfully launching and innovative SGLT2 therapies.
- Orchestrated the launch of XigduoXR and Forxiga (SGLT2-I, First in Class), surpassing competitor sales within the first 12 months.
- Led a large, cross-functional team, including senior managers (2 National Sales Manager, 2 Group Brand Managers, 3 Brand Managers), in executing commercial strategies and optimizing sales performance.

National Sales Manager – CV, Diabetes, Oncology & Neuroscience

Mar 2012 – Dec 2015

- Led a high-performing salesforce, consistently delivering double-digit growth year-over-year.
- Turned around Brilinta's performance through strategic key account management.
- Successfully defended and grew Crestor through investment in instant diagnostic kit for Hypercholesterolemia in the primary care setting despite Generics entry.

- Achieved 100% launch readiness for Forxiga within 3 months, successfully mobilizing an expanded salesforce, surpassing Januvia (DPP4i) first 12 months sales.

Sales Manager – Oncology (Lung Ca, Breast Ca, Prostate Ca)

Apr 2009 – Feb 2012

- Led and developed a high-performing oncology sales team, successfully launching a line extension for lung cancer treatment.
- Re-established strong relationships with the Oncology fraternity through excellence in customer engagement strategies and competencies, significantly improving sales execution.
- Drove the adoption of reflex testing of EGFR molecular testing at key accounts through Multi-Disciplinary Team engagement, solidifying market leadership against Roche.

Senior Product Manager – Neuroscience

Jan 2005 – Mar 2009

- Executed strategic market penetration plans, achieving 20% market share growth in the bipolar disorder segment.
- Led cross-functional teams to secure a new bipolar depression indication, positioning Malaysia among the first 4 countries outside the US to attain approval.
- Developed innovative tender strategies to sustain long-term portfolio growth while fending off generic competition.

PROFESSIONAL RECOGNITION

- 2024: Gold Award – All Astellas Recognition (International Market) for impactful CME Roadshow for Brain Death Diagnosis (Team Award)
- 2024: Astellas APAC Talent Development (Singapore)
- 2023: Gold Award – All Astellas Recognition for Fezolinetant accelerated business case leadership
- 2023: Bronze Award – All Astellas Recognition for securing 2-year TAC Tender in Singapore
- 2015: AstraZeneca STAR Program – Global Talent Development (Shanghai, China)
- 2014: Asia Area Brilinta Best Performing Country (USD 20,000 Team Award)
- 2013: Asia Area Vice President Award for Brilinta turnaround strategy
- 2007-2011: Multiple Top Achiever Awards for sales excellence and brand leadership across multiple therapeutic areas.

CORE COMPETENCIES

- Business transformation & strategic planning
- Change management
- Product launch & life cycle management
- Value-based pricing & market access strategy
- Tender Management
- Sales force effectiveness
- Key account management
- Talent development & high-performance culture
- Coaching & leadership development
- Omnichannel engagement
- Customer-centric selling

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