

CHUN SHU PING

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PROFILE

Dynamic and results driven Medical Sales Representative with 8 years of experience in the pharmaceutical industry. Adept at building strong relationships with healthcare professionals in general practice, individual pharmacy and some of private hospital and driving product sales through consultative selling and exceptional customer service.

EXPERIENCE

Novugen Pharma Sdn Bhd, Senior Product Specialist, Johor, Malaysia — 2023–Present

- Developed and maintained relationships with healthcare professionals, including doctors, pharmacists and nurses in order to promote and sell pharmaceutical products.
- Achieved 100% of sales target for (2024/3rd Quarter), leading to increased market share, product adoption.
- Conducted product presentations (CME / RTD) and provided in depth knowledge on product features, benefits and usage to healthcare providers.
- Monitored and analyzed market trends competitors products and customer feedback to optimize sales strategies.
- Coordinated with internal teams (marketing, compliance and etc) to ensure alignment on product messaging and promotional activities.
- Organized and attended medical conferences, workshops and other industry events to enhance product visibility and networking opportunities.

Glenmark Pharmaceutical Ltd, Medical Sales Representative, Johor, Malaysia — 2016–2023

- Promoted and sold a range of healthcare products to medical professionals and institutions within an assigned territory.
- Increased sales through targeted account management and strategic sales initiatives.

- Maintained details records of sales activities, customer interactions, and market conditions in Viva software.

EDUCATION

Crescendo International College, Johor Malaysia — LLB, UOL

SKILLS

Sales Expertise : Consultative selling, territory management, account development.

Product Knowledge : In depth understanding of pharmaceutical and medical products.

Customer Relationships Management : Building and maintaining strong professional relationships with healthcare providers.

Communication : Good verbal and written communication skills.

Analytical Thinking : Market analysis, competitor analysis, strategic planning.

Technical Skills : Proficient in Microsoft Office Suite (Word, Excel, PowerPoint)

AWARDS

Excellence Award held Sydney in 2016/17

Excellence Award held in Seoul Korea in 2018/19