



Audrey Preetha

Aesthetic Business Development Manager

Agile, performance - focused and resourceful professional with 11 years experience in the healthcare industry in providing consulting and implementing solutions for diverse industry clients. Working collaboratively with sales team to achieve goals, escalate revenue while driving client success and retention by offering innovative, personalized solution targeting specific client needs.

Experience

August 2024 - Current

Aesthetic Business Development Manager

- Strategic Growth & Market Expansion: Develop and execute high-impact business strategies to expand market share and drive revenue growth in the aesthetic industry.
- Client Acquisition & Relationship Management: Build and maintain strong relationships with key stakeholders, including dermatologists, plastic surgeons, and medical spa owners, ensuring long-term partnerships.
- Sales Leadership & Revenue Generation: Lead high-performance sales initiatives, identifying new business opportunities and consistently exceeding sales targets through data-driven strategies.
- Product Positioning & Brand Development
- Training & Education Programs: Design and conduct advanced product training for healthcare professionals, equipping them with the knowledge to optimize patient outcomes using company products.
- Cross-Functional Collaboration: Work closely with marketing, sales, and clinical teams to ensure seamless execution of business strategies and maximize market penetration.
- Competitive Analysis & Market Insights: Conduct deep industry research, analyzing trends and competitor activities to refine go-to-market strategies and maintain a competitive edge.
- Operational Excellence & Process Optimization: Streamline sales and operational processes to enhance efficiency, improve customer satisfaction, and ensure adherence to industry regulations.

May 2022 - July 2024

BTL Industries Sdn Bhd - Aesthetic Dept

Aesthetic Business Consultant

- To achieve the sales target set by the company management in the assigned market segment
- Identifying prospects, generating leads, and promoting company products to healthcare professionals
- Provide feedback and collect field intelligence that could lead to a competitive advantage
- Collaborate with the clinical team on the organization and delivery of training and demonstrations
- Work with company CRM and other systems to maintain sales administration and all other relevant processes according to company standards and policies
- Support marketing activities such as trade shows, product demonstrations, and sales presentations

April 2019 - May 2022

BTL Industries Sdn Bhd - Medical Dept

Product Application Specialist

- Facilitate and support product demonstration with healthcare professionals
- Provide ongoing training sessions in accordance with corporate medical education strategies
- Superior verbal and written communication skills with experience in presentation skills
- Demonstrate comprehensive product knowledge and the ability to work closely with the sales team in a clinical setting
- Ensure customer satisfaction, support revenue generation, and long-term account clinical goals are achieved
- Complete necessary clinical/training reports and administrative tasks as needed
- Create strong working relationships with customers built on a level of reliability and trust

Contact

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Kuala Lumpur

Education

2010-2013

Diploma in Physiotherapy

Alliance University College Of Medical Sciences

Kepala Batas

Pulau Pinang

Expertise

- CRM
- Negotiation skills
- Development & training
- Product application
- Presentation & Education awareness
- Management and leadership

Language

English

Bahasa Malaysia

Tamil

Reference

Available upon
request

Jan 2019 - March 2019

Pinnacle Spine & Joint Rehab Bangsar , Kuala Lumpur

Senior Physiotherapist/ Manager

- Communicate and provide to patient about their health issues in a manner that easy them to understand the flow.
- Take and write SOAP notes also re-assessment (minimal) on each and every patient that you encounter in the Centre.
- Communicate the importance of care to patients on regular basics and obtain form the member's team with patient that miss their appointment excessively.
- Make sure that all therapy procedure and methods are free of pain and discomfort before applying towards the patient.
- Explains to the patient every each procedure of treatment before start the treatment.
- Attend courses seminars and training whenever required by director, manger and management or CSC HQ.
- Assists other member's group and management to ensure smooth operations.
- Utilize therapy equipment and therapy procedure everyday before and after use.
- Report in writing any malfunction of equipment management.
- Practice and improve skills during downtime in order to improve skills and knowledges.
- Keep patient records safe and prevent unauthorized copying or duplications form, manuals or patient records.

April 2016 - Jan 2019

Spine & Joint Hartamas , Kuala Lumpur

Senior Physiotherapist

- Meeting with patients to assess what their physical challenges are and deciding on suitable treatment programs
- Following the Standard Operating Procedures of treatment and providing at least 60% manual intervention
- Recommend and prescribe the best exercises
- Maintain good communication with patients while treating them with the utmost respect;
- Evaluate the effects of treatment and communicate patients' progress
- Reminding patients of the treatment appointment from time to time
- Explain the treatment plan and rehabilitation plan in detail for the patient's progression.

Dec 2015 - March 2016

St Nicholas Home , Penang

Volunteer

- Observed and monitored children's play activities.
- Kept records of children, including daily observations and information about activities and meals, served.
- Assisted in preparing food for children and serve meals and refreshments to children and regulate rest periods.
- Sterilized bottles and prepare formulas.
- Sanitized toys and equipment.
- Supervised children and ensure their safety.

Feb 2014 - Dec 2015

WELL Physiotherapy & Occupational Therapy , Bukit Mertajam

Physiotherapist

- Ensure effective, safe and timely case management by following strictly company's protocols.
- Perform daily case review and weekly case discussion with senior, focused in keeping patient on track with their progression.
- Complete case notes, reports, documentation and all given assignments / duties / projects within company's protocols and deadlines
- Perform cleaning of equipment / treatment room / exercise area after completion of the session.
- Help in general upkeeping of entire center as well as laundry washing and folding.
- Assist & involve in marketing plan, projects and events.