

**Accomplished and growth-focused professional with substantial experience leading brand, product, and business development operations as well as providing clinical education within the healthcare sector.**

## Summary

*Ability to develop and lead the execution of comprehensive marketing plans, including strategies and tactics for multiple major product launches, programmes, and initiatives. Instrumental in the implementation of market strategy to develop the turnover and P&L of the business in line with the brand strategy. Good at building relationships with key opinion leaders to help inform product launch plans and to understand the current market environment and competition. Solid capacity to define and build a body of clinical and economic evidence to support the regional value proposition. Instrumental in developing clinical education programmes and strategies for the organization. Capacity to interpret and solve complex clinical and business problems. Skilled in designing and managing budgets related to product line, campaigns, and projects. Proven track record of success doubling revenue and market share. Exceptional communication and analytical skills along with the aptitude to achieve and exceed KPI targets.*

## Education

**Bachelor of Science in Nursing**  
Thompson Rivers University, BC  
Canada, 2015

**Cardiac Dysrhythmia Management & Intervention**  
British Columbia Institute of  
Technology, BC Canada, 2014

## Areas of Expertise

- Strategic Planning & Analysis
- Business Development
- Brand & Product Management
- Clinical Education
- Sales & Marketing
- Product Strategy Development
- New Product Launch
- Competitive Analysis
- Stakeholder Management
- Budget Management
- Staff Leadership & Development

## Career Experience

**Vertical Space Interiors, Inc. (Manila, Philippines)**  
**Business Development Manager**

**Feb 2020 – June 2022**

An interior fit out company based in the Philippines with > 300 employees, 7 departments and > USD 40 million in cumulative project contracts and execution capability. Led a team of 6 cost control and commercial managers.

- Business Development - Negotiated client-facing million-dollar tenders representing the organization. Exceeded 2-year commercial target by 25%. Secured a quarter million USD in tender bid projects during a 4-month nation-wide suspension of construction activities due to COVID-19 case surges in 2020. Utilized LinkedIn Sales Navigator & social media channels to onboard new business at the height of the pandemic.
- Project Planning & Implementation - Spearheaded F2F & digital client engagements to address project alignment queries. Represented as the point of contact for client RFPs, resolved client concerns & coordinated solutions across departments to maximize client service satisfaction.
- Contract Management - Oversaw commercial contracts with all subcontractors across all projects. Responsible for the enforcement of over 25 subcontractor agreements. Optimized rate cards in line with project budgets.
- Business Process Optimization – Implemented changes in outdated processes, cost saving solutions and team management coaching.
- Misc. Business Activities: Led & implemented an internal company-wide budget remodel across all departments. Forecasted, and allocated budgets across nation-wide projects and part of a higher management panel that reviewed quarterly P&L.

**Glaxo Smith Kline Pharmaceuticals (Dubai, UAE)**

**April 2019 – Feb 2020**

**Associate Brand Marketing Manager - Respiratory (GULF - UAE, Kuwait, Bahrain, Oman, & Qatar)**

Maximised market share and customer base by establishing a comprehensive marketing strategy, operational plan, cross-functional alignment, digital content plan, and execution of brand initiatives across the Gulf. Led overall project operations for high-profile, high-value congress sponsorship activities for the brand portfolio. Independently raised project business proposals. Controlled A&P budget for the execution of brand and operational plans. Executed > 50 strategic speaker engagements, congress, and brand initiatives across the GULF in less than one year (hybrid F2F and digital). Supported product value proposition by building strategies based on globally approved clinical and economic evidence

- Accelerated brand market share equivalent to a 2-fold increase in total brand sales (within the category) vs the previous year by forming relationships with expert clinicians and healthcare professionals.
- Attained an evolution index of 134 by the end of the year through the development and implementation of brand management strategies.
- Performed as marketing lead for a regional innovative digital educational project. This resulted in > 500 specialist attendees across 8 countries (Gulf, KSA, Turkey, and Russia). Headed onboarding discussions with key expert that presented their real-world case study to colleagues across the region.
- Drove strategic projects forward by leading, challenging, and addressing queries across approver departments at local and global levels.
- Doubled year-end market share by critically analysing IMS (IQVIA) market data, such as volume, market share, value, evolution index, competitors, and impact of brand initiatives vs competition.
- Authored and published the 2020 marketing engagement standard operating procedures for the entire Gulf region.
- Achieved 2 GSK Global Recognition Awards by the end of 2019.

**Glaxo Smith Kline Pharmaceuticals (Dubai, UAE)**

**March 2017 – April 2019**

**Junior Brand Manager - Specialty/ Severe Asthma (GCC - UAE, Kuwait, KSA, Bahrain, Oman, & Qatar)**

Expanded market share by launching new products in four markets with an accumulated reach of > 150 relevant key specialist healthcare providers. Designed and implemented the first "Severe Asthma" CME educational campaign for nurses, respiratory therapists, GPs, and pharmacists across the Gulf. Performed as presenter and educator for the educational campaign. Spearheaded the successful E2E project launch of an external CME-accredited digital e-learning educational platform (LMS) for the Gulf. Instrumental in curating medical content during the planning phase of the project. Implemented brand and operational plans while managing high-value launch product A&P budget.

- Exceeded acquisition targets within the first 12 months by onboarding patients through the execution of effective strategies.
- Formulated patient support and educational programmes in collaboration with key government institutions.
- Headed salesforce readiness initiatives, such as brand key messaging, product trainings, competition, and collateral materials (digital & print).
- Created bespoke marketing collaterals with the support of global, local, legal, and regulatory approval processes for designated product and programme initiatives.
- Supported product launch and commercialisation strategies by piloting the localisation of global product materials and programmes.
- Boosted visibility and developed brand loyalty by creating product portfolio discounts and rebates with the support of the trade marketing manager across all Gulf markets.
- Met all set objectives and won 2 GSK Global Recognition Awards by the end of 2018.

## **Additional Experience**

**Registered Nurse - Cardiac Services & General Medicine I** Interior Health Authority - Royal Inland Hospital (Kamloops, BC Canada), Aug 2014 - Aug 2016

## **Certifications**

**Project Management- Skills for Success**

Active Learning Philippines

**Level 2 Gym/Fitness Instructing Qualification, 2009**

Central YMCA Qualifications UK - Impact British Training Solutions

**Completion of Basic Life Support (BLS) & Advanced Cardiac Life Support (ACLS) Certifications, 2016**

American Heart and Stroke Foundation via Skill STAT Canada