

# JUSTIN ANGELO

BUSINESS MANAGEMENT |  
HEALTHCARE

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## INTRODUCTION

Ambitious brand and business development manager with a background in healthcare. Pragmatic, data-driven and performance focused. International experience in healthcare, pharmaceuticals and E-commerce. Managed sales and commercial teams of up to 25. Responsible for brands valued up to USD 3 million and budgets up to USD 700K. Doubled revenue & market share within categories valued over USD 10 million.

Healthcare Provider - Cardiology & General Medicine  
Healthcare Pharmaceuticals | E-commerce  
Brand Management | Marketing | Business Development

## WORK EXPERIENCE

### Sales & Marketing Business Partner

#### JR ORGANICS (DUBAI, UAE & MANILA, PHILIPPINES) FEB 2020 - PRESENT

- **B2B & B2C** purveyors of sustainable personal care & grooming amenities.
- Spearheaded the set-up of **digital & e-commerce** operations in the **Philippines & United Arab Emirates**.
- Established local & international B2B partnerships in the e-commerce, groceries, health & wellness, recycle for rewards & hospitality categories.
- Independently secured a supply contract deal with a multi-million-dollar retailer: **Kibsons International, UAE**.
- Exceptional brand & customer acquisition performance within the first month on the platform. Acquired Kibsons International through digital leads.
- Aggressively tailored customer targeting techniques based on digital metrics such as customer acquisition, paid & non-paid digital ads, omni-channel traffic, consumer behaviour insights and performance.
- Effectively convert insights into actionable KPIs to tailor approaches to B2B/ B2C customers.
- **Point of contact** for client RFPs, leads in commercial cost quotation discussions, and proposes solutions to client concerns.
- Fully accountable for **cost quotation P&L** by securing costing margins in collaboration with manufacturing partners.
- Leads key discussions within industry conferences, events, presents company mission and value add services. Negotiates commercial terms with key stake holders within target industries.
- Superior command of customer lead tools such as **LinkedIn Sales Navigator, Facebook Business Suite, and Instagram**.

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

#### GLAXOSMITHKLINE PHARMACEUTICALS (DUBAI, UAE) APR 2019 - FEB 2020

- Built a **comprehensive marketing strategy**, operational plan, digital content plan, cross functional alignment, and execution of brand initiatives across the Gulf.
- Executed **> 50** strategic speaker engagements, congress, and brand initiatives across the GULF in less than one year (**hybrid F2F & digital**).
- Enhanced KOL relationships - **Doubled** brand market share equivalent to a 2-fold increase in total brand sales (within category) vs previous year.
- Remarkable brand performance resulting in an **evolution index of 134** by the end of year.
- End to end **project manager** for high-profile, high-value congress sponsorship activities for the brand portfolio.
- **Marketing lead** for a **regional** innovative digital educational project. Resulted in **> 500 specialist** attendees across **8 countries** (Gulf, KSA, Turkey & Russia). Led onboarding discussions with key expert that presented their real-world case study to colleagues across the region.
- Independently raised project business proposals. Led, challenged, and addressed queries across approver departments at local and global level to drive strategic projects forward.
- Built strategies based on globally approved clinical and economic evidence that supported product value proposition.
- Effectively managed **A&P budget** for the execution of brand and operational plans.
- Aggressively scrutinized **IMS (IQVIA)** market data such as volume, value, market share, evolution index, competitors, and impact of brand initiatives vs competition. Supported key strategic decisions leading to **doubling** of year-end marketshare.
- **Special assignment:** Authored and published the 2020 marketing engagement standard operating procedures for the entire Gulf region.
- **Attained 2 GSK GLOBAL RECOGNITION AWARDS by the end of 2019.**

## WORK EXPERIENCE - CONTINUED

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

#### GLAXOSMITHKLINE PHARMACEUTICALS (DUBAI, UAE) MAR 2017 - APR 2019

- Successful **new product launch** in 4 markets with an accumulated reach of > **150** relevant key specialist healthcare providers.
- Through strategy executions, I contributed to the onboarding of patients that **exceeded acquisition targets** within the first 12 months.
- **Severe asthma promo-medical speaker & brand safety reporter** with extensive speaker tours across the Gulf.
- Executed the first **CME "Severe Asthma" educational campaign** for nurses, respiratory therapists, GPs & pharmacists across the Gulf.
- **E2E project management & launch** of an external CME-accredited digital e-learning educational platform (LMS) in the Gulf.
- Effectively managed high value launch product A&P budget for the execution of brand and operational plans.
- Orchestrated **patient support and educational programmes** in collaboration with key government institutions. Developed and localized patient brochures with support of global and local regulatory bodies for patient support initiatives.
- Led initiatives related to **salesforce readiness** such as product trainings, brand key messaging, competition, and collateral materials (Digital & Print).
- Drove the creation of bespoke marketing collaterals with the support of global, local legal and regulatory approval processes for our designated product and programs initiatives.
- Led the localization of global product materials and programs that supported product launch and commercialization strategies.
- Formulated product portfolio discounts and rebates with the support of the trade marketing manager across all Gulf markets.
- **Attained 2 GSK GLOBAL RECOGNITION AWARDS by the end of 2018.**

### Registered Nurse - Cardiac Services & General Medicine

#### IHA - ROYAL INLAND HOSPITAL (KAMLOOPS, BC CANADA) AUG 2014 - AUG 2016

- A **254-bed tertiary acute care** hospital located in Kamloops, BC. It is the only tertiary acute care facility in the Thompson Cariboo Shuswap area and it is the one of only two tertiary care centres in Interior Health (IHA). Royal Inland Hospital's (RIH) emergency department is recognized for its ability to respond to a number of large and complex traumas annually and for its efficiency in serving needs and demands of a large geographic area. RIH first opened its doors in 1885.
- **Specialty: Cardiac Telemetry.** Assesses, evaluates, recommends, and acts upon interventions in line with patient-centred care to meet prescribed treatment plans. Interprets clinical insights and provides expertise and education on patient diagnosis and treatment plan to patients and multidisciplinary healthcare team. Decipher results of tests and procedures - telemetry, catheterization lab outcomes, echo/ imaging, blood work, medication regimen and works closely with physicians and cardiologists to ensure interventions are in line with the treatment plan.
- **Other units worked:** General Medicine (including acute & chronic renal disease, uncontrolled diabetes, & post-surgical complications), Respiratory, Emergency/ Orthopaedic Overflow Unit.

## EDUCATIONAL BACKGROUND

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### THOMPSON RIVERS UNIVERSITY, BC CANADA

#### BACHELOR OF SCIENCE IN NURSING 2011 - 2015

- **NCLEX** board certified (Canada, USA & Australia)
- Top 3 **VALEDICTORIAN** runner-up nominee
- Sharon Simpson Academic Bursary Award
- Research thesis: Prevalence of Hepatitis B & C within newly immigrated South Asian communities in the Kamloops BC region
- Nursing faculty panelist & clinical student mentor
- Intramural football & rugby team

### BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY, BC CANADA

#### CARDIAC DYSRHYTHMIA MANAGEMENT & INTERVENTION JAN 2014 - APRIL 2014

- NSCC 7150 certification on ECG/ Telemetry interpretation and management of cardiac anatomy, pathophysiology and pharmacology
- Cardiac telemetry critical care, CPR-AED, BSL & ACLS certifications

### CYQ UK Certified Fitness Instructor - 13 years

### GlaxoSmithKline, Dubai UAE

#### 4 GSK GLOBAL RECOGNITION AWARDS FROM 2017 - 2020



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