Bodhi McNally

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I am a data-driven professional working at the intersection of healthcare, analytics and commerical strategy. Currently, I work as a Junior Sales Force Effectiveness Analyst at AstraZeneca in the BioPharmaceuticals business unit, where I support national commercial operations by maintaining field force systems, validating data, and delivering performance insights that help drive strategic decision-making. Prior to this, I worked at DKSH Healthcare Australia, a market expansion services provider specialising in the healthcare sector and supporting global blue-chip clients. I began in the Patient Solutions team, supporting Novo Nordisk's WegovyCare program. I later transitioned into a sales and account management role on behalf of AbbVie. In parallel with my industry work, I teach as a Casual Academic at the University of Sydney in the School of Mathematics and Statistics. I facilitate tutorials and assess project work for first-year Data Science and Statistics students, helping them build core skills in probability, programming and statistical thinking. What drives me is the belief that data and communication, when used with both precision and empathy, have the power to change lives. I am passionate about applying analytical thinking to complex challenges in the pharmaceutical industry. Above all, I am committed to building systems, insights and teams that scale impact, enabling smarter decisions that improve business performance and enhance patient outcomes.

EDUCATION

University of Sydney   Camperdown, NSW
Bachelor of Science in Data Science and Genetics & Genomics (Dalyell Scholar)   *Feb 2022 – Nov 2024*
- 6.85/7.0 GPA, 88.2 WAM
- Dean's Entry Scholarship, Science Top of the State Scholarship, Sydney Scholar

EXPERIENCE

Junior Sales Force Effectiveness Analyst   Apr 2025 – Present
AstraZeneca   *Macquarie Park, NSW*
- Support the maintenance and optimisation of downstream systems including territory structures, sales market structures and position management, ensuring accuracy and alignment with commercial policy.
- Act as a key point of contact for the business on field force data and performance insights, providing timely and actionable reporting across national and regional sales teams.
- Validate and audit data pipelines to ensure system integrity, collaborating closely with internal stakeholders in Commercial Effectiveness, Sales and Data & Analytics.
- Deliver training and ongoing support to internal stakeholders to improve understanding and utilisation of SFE systems and reporting tools.
- Assist in the development and refinement of automated reports, dashboards and processes to support continuous improvement and efficiency across the sales function.

Casual Academic   Jan 2024 – Present
School of Mathematics and Statistics   *University of Sydney*
- Led engaging tutorials and workshops for over 250 undergraduate students in DATA1001, supporting foundational learning in data wrangling, probability theory, visualisation and hypothesis testing.
- Developed and facilitated hands-on activities using real-world datasets to enhance conceptual understanding and practical application of statistical and programming principles.
- Assessed major student projects with a focus on code readability, reproducibility, and analytical rigour, delivering clear and constructive feedback to support student learning and growth.
- Mentored junior demonstrators in teaching strategies, marking practices and classroom management – several of whom successfully progressed to tutor roles.
- Collaborated closely with the unit coordinator, lecturers and fellow tutors to maintain alignment across marking rubrics, lesson pacing and student support strategies.

Key Account Manager on behalf of AbbVie   Jan 2025 – Mar 2025
DKSH Healthcare Australia   *Sydney, NSW*
- Promoted AbbVie's curative hepatitis C treatment across Australia, driving patient recall and prescribing confidence among primary care HCPs.
- Increased HCP connect rate by 163% , generating $238,000 in Q1 revenue — the highest ever achieved by a virtual sales representative at DKSH.
- Led recall audit initiatives, training in-field sales team members in MedicalDirector and Best Practice software to identify at-risk patients.
- Used xBERT and Veeva CRM platforms to manage HCP interactions, track engagement and optimise outreach strategies.
- Strategically prioritised DNSR clinics, targeted 'unicorn' clinics and refined affinity and potential profiling to maximise field efficiency and coverage.
- Generated and qualified over 50 high-value leads, streamlining handover to the in-field team and significantly boosting national prescribing opportunities.
- Built strong rapport with prescribers, enhancing trust, education, and patient screening for hepatitis C.

- Received the 2025 DKSH Inspire Award in recognition of exceptional sales performance, innovation and collaborative excellence.

Program Coordinator on behalf of Novo Nordisk — Jul 2024 – Dec 2024
- Supported over 500 patient interactions via email, inbound calls using 3CX, and Chatlio live chat for Novo Nordisk's WegovyCare program, ensuring exceptional service and timely resolution of inquiries.
- Utilised a CRM system to manage patient records, communications, and workflow, ensuring continuity and quality of care.
- Conducted 100% accurate pharmacovigilance reporting to the Therapeutic Goods Administration.
- Communicated directly with healthcare professionals, including pharmacists, general practitioners and specialists, building rapport to support patient care and ensure treatment adherence.
- Ensured strict adherence to patient confidentiality and handling of sensitive medical information in compliance with the *Privacy Act* and *Australian Privacy Principles*.
- Collaborated with cross-functional teams to implement process improvements and contributed to the updated Standard Operating Procedure, streamlining program operations and ensuring consistency in patient support delivery.

President — Oct 2023 – Oct 2024
Science Society — *University of Sydney*
- Led the largest student society in Australia, representing over 3100 students and overseeing an executive team of 15.
- Spearheaded a $176,000 operational budget, securing increased base funding from the Faculty of Science and raising $20000 for equity initiatives, enabling 100+ students to attend high-cost events free of charge.
- Established SciSoc's first-ever Bylaws, introducing policies on equity, environmental sustainability, privacy and treasury governance, ratified by general vote.
- Introduced the Asset Purchase Program (APP) to manage long-term infrastructure and improve operational sustainability, now a permanent fixture in funding strategy.
- Revitalised SciSoc's publication portfolio, launching a First Year Guide for Orientation – the first publication in over 20 years – with 2300+ unique readers.
- Directed a comprehensive rebrand of marketing strategy, growing SciSoc's social media following by 3,000+ and reactivating LinkedIn for monthly professional development posts.
- Negotiated and delivered new partnerships with RedBull, GradReady and Paratus Clinical, securing both monetary and in-kind sponsorships.
- Mentored subcommittee members, several of whom successfully progressed into executive roles, strengthening the society's internal talent pipeline.
- Introduced internal governance reforms to support the amalgamation of smaller societies into Science Society's structure, improving their financial viability and access to institutional support.

Technical Skills

Languages: R, Python, SQL
Databases: PostgreSQL, SQLite
Tools & Environments: Git, VS Code, RStudio, PyCharm, Jupyter, Quarto, Shiny
Libraries & Packages: pandas, NumPy, tidyverse, fable, dplyr, ggplot2, Scikit-learn, Matplotlib, Seaborn, TensorFlow, XGBoost
Data Visualisation & BI: Power BI, ggplot2, Seaborn, Matplotlib, DAX Measures
Geospatial Analysis: QGIS, ArcGIS Pro, leaflet (R), sf (R), geopandas (Python), raster (R)
Bioinformatics & Genomics: BLAST, UniProt, STRINGdb, PLINK, IGV, VCF/GTF file formats
Collaboration & Communication: Slack, Microsoft Teams, Zoom, Veeva CRM, xBERT, 3CX, Microsoft Office Suite
Productivity & Documentation: Microsoft Excel (advanced PivotTables, Macros), LaTeX
Analytical Techniques: Hypothesis testing, probability theory, time series forecasting, linear and logistic regression, clustering, classification, dimensionality reduction

Professional Development

Artificial Intelligence in Healthcare Specialization — April 2025
Stanford Center for Health Education – Stanford School of Medicine
- Explored real-world applications of AI in healthcare including clinical data analysis, diagnostics and patient outcome prediction.
- Studied ethical and safety considerations of machine learning in medicine and how AI intersects with clinical practice, research and healthcare delivery.
- Completed modules on Introduction to Healthcare, Clinical Data, ML for Healthcare, AI Evaluation Methods and a Capstone Project.

Certifications

Medicines Australia CEP, Advanced First Aid and CPR, Mental Health First Aid, Responsible Service of Alcohol, Valid Working With Children Check

Awards and Scores

99.75 ATAR, First in NSW HSC Investigating Science, Public Education Foundation Award 2022, DKSH Inspire Award 2025

References available upon request.