

Bodhi McNally

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I am a pharmaceutical sales professional with experience in healthcare engagement, sales strategy, and compliance within the Australian pharmaceutical industry. I excel at building strong relationships with healthcare professionals to drive product adoption, deliver key clinical insights, and support patient outcomes. My expertise includes CRM platforms sales analytics, and data-driven decision-making to optimise outreach and engagement. I have worked on high-impact projects with global biopharmaceutical organisations, including Novo Nordisk, AbbVie, and Roche, gaining deep insights into industry best practices and patient-centric approaches. In addition to my sales experience, I have a strong background in leadership, operations and governance, having managed large-scale student organisations and implemented strategic initiatives. I am eager to leverage my skills in pharmaceutical sales and strategic engagement to drive meaningful outcomes in healthcare.

EDUCATION

University of Sydney

Bachelor of Science in Data Science and Genetics & Genomics (Dalyell Scholar)

- 6.85/7.0 GPA, 88.2 WAM
- Dean's Entry Scholarship, Science Top of the State Scholarship, Sydney Scholar

Sydney, NSW

Feb 2022 – Nov 2024

EXPERIENCE

DKSH Healthcare Australia

Key Account Manager on behalf of AbbVie

- Drive engagement with healthcare professionals (HCPs) across Australia to promote AbbVie's curative treatment for chronic hepatitis C, Maviret.
- Conduct GP detailing and patient recall initiatives, ensuring HCPs have the latest insights on treatment guidelines and patient suitability for MAVIRET.
- Utilise xBERT and Veeva CRM platforms to manage HCP interactions, track engagement and optimise outreach strategies.
- Generate and qualify leads for the in-field sales team, identifying key prescribers and high-potential opportunities to drive product adoption.
- Build and strengthen trusted relationships within the healthcare community, supporting ongoing education and product awareness.
- Ensure compliance with pharmaceutical regulations and Medicines Australia, collaborating with cross-functional teams to align with strategic objectives and industry standards.

Sydney, NSW

Jan 2025 - Present

Program Coordinator at Partizan Health (henceforth DKSH Healthcare)

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, enhancing the efficiency of program operations.

Casual Academic

School of Mathematics and Statistics

- Delivered tutorials to over 250 first-year Data Science and Statistics students, focusing on applied analytical skills and problem-solving techniques.
- Conducted detailed assessments of student work, providing constructive feedback to promote academic improvement and mastery of course material.
- Achieved a 92% positive feedback rate from student evaluations.

Jan 2024 – Present

University of Sydney

President

Science Society

- Led the largest student society in Australia, representing a diverse body of 3100 students.
- Directed a team of 30 executive and subcommittee members, driving initiatives in event planning, marketing and member engagement.
- Oversaw YoY revenue of \$176000, expanding our equity scheme to remove financial barriers for over 100 students, and securing additional funding for philanthropic initiatives and free weekly BBQs.

Oct 2023 – Oct 2024

University of Sydney

CERTIFICATIONS AND COURSES

Medicines Australia, Advanced First Aid and CPR, Mental Health First Aid, Responsible Service of Alcohol

AWARDS AND SCORES

99.75 ATAR, First in NSW HSC Investigating Science, 2022 STANSW Young Scientist

References available upon request.