**Cheyenne (Siew Kuan) Chai**

July-2023

Experienced middle manager in healthcare, proven success at growing accounts through proactive account governance support broader brand strategy. Strive to balance a drive for impact and growth with fiscal responsibility and values. Often described as “corporate social responsibility champion" and a dependable partner. Highly personable, strong relationship builder, proactive and customer focused.

Having worked in the pharmaceutical industry for the past 15 years, I have engaged senior executives and allied health professionals at healthcare organizations, such as hospitals, pharmacies, and patient support groups. Responsible for driving patient-centric initiatives to raise awareness of healthy living and reach out to the community at risk of dementia and depression, among other health issues. An advocate for interspersing corporate social responsibility with the account management role to gain insights into patients’ needs. Work alongside healthcare teams to devise programs based on the patients’ needs enhances greater collaboration and relationships with healthcare teams.

Leveraging my business development experience enables cross-functional collaboration with internal teams such as marketing, medical affairs, regulatory affairs and supply chain to ensure effective product launches and promotional activities. Additionally, I was tasked with a pharmacovigilance role to oversee compliance of market research adhering to legal and ethical standards with the maintenance of SOPs and documentation of safety data and adverse event reports.

Experience in provide product training and education to healthcare professionals, including physicians, pharmacists and nurses. Other responsibilities include delivering presentations, organizing seminars and participating in medical conferences to increase awareness and knowledge of pharmaceutical products.

For the past two years (July-2021 to June-2023), I have had a fulfilling learning journey pursuing a MSc Applied Gerontology at Nanyang Technological University. The course has equipped me with holistic perspective and interpersonal skills exploration of the epidemiology of aging, the influence of health policy on care, evidence-based decision-making and the environmental aspects of eldercare. This personal growth is inspired by the social engagements that I have always enjoyed. It is heartening to witness the work of research contributes to societal benefits such as improving outcomes in healthcare, urban living and sustainability.

Thank you for your interest in my work career. I look forward to the opportunity to connect further and engage in meaningful conversations.