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| **TK Choo** | **C:\Users\tkchoo\Pictures\My Screen Shots\Screen Shot 10-17-17 at 03.39 PM.PNG** | [zkhyechoo@gmail.com](mailto:zkhyechoo@gmail.com) |
| A dynamic hands-on go getter. With more than 20 years of experience in healthcare in General Management Healthcare, Pharmaceutical, Medical Devices and Consumer Healthcare. He is often known by his peers as a visionary & strategist, yet task and result oriented business person with a proven track record in building sustainable business and great teams. | +6012 488 6826 |
| <http://my.linkedin.com/pub/tze-khye-choo/5/70b/bb7> |

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| **Work Experience** |  | **Skill & Competences** |
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| **2016 – present**  **Head, Commercial Solutions**  Zuellig Pharma, Malaysia  **Accomplishments**   1. Since joining in 2016, grew overall Sales Revenue by 7x. 2. Collaborated & Signed 5 new BD deals worth $4.7mio 3. Launched 1st In-licensed product within 5 months of joining 4. Upgraded all FLM & SLM with Value Based Selling & Leadership skills 5. Developed & implemented Key Account strategy across Modern Trade Channel 6. Expanded CHC into new modern trade channels – 7E, mynews.com, Sasa 7. Collaborated in the development of Data Analytics tool to monitor performance across all Divisions for Singapore, Taiwan & Malaysia |  | **C:\Users\tkchoo\Pictures\My Screen Shots\Screen Shot 10-21-17 at 06.54 PM.PNG** |
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| **2012 – 2016**  **Country Director**  Smith & Nephew, Malaysia  **Accomplishments**   1. Knee Recon business showed growth +60% with Direct model 2. Trauma business showed growth +30% with launch of Periloc. Currently Malaysia is ASEANs largest business 3. Acquisition of Arthrocare business showed growth +56% in Coblation via distributor model 4. ENT/Spine business showed growth +30% 5. Advanced Wound Care premium products showed growth +115% in key accounts |  | **Education**  **1991 -1994**  **Masters of Business Administration**  Charles Strut University, Australia  **1991 -1994**  **Bachelor of Pharmacy**  University of Queensland, Australia |
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| **2011 - 2012**  **General Manager**  Fresenius Medical Care - Malaysia,  **Accomplishments**  Completed acquisition of 3 dialysis centers. Managed total of 18 Dialysis centers with 1000 patients. |  | **Languages**  English | Cantonese | Mandarin |
| **2007 – 2011**  **Director, Medication Delivery**  Baxter Healthcare - Malaysia, Indonesia & Taiwan  **Accomplishments**   1. In Taiwan (2009), lead a group of >20 people within the BU. Infusor (medical device) was awarded BNHI reimbursement price. Conducted cost saving exercise for the IV fluids business together with our OEM partners resulting in 5% profit margin increase. Launched Oliclinomel (TPN) and gained BNHI reimbursement price. And listed Oliclinomel into MMH, VGH, SYCC, KMUH, NCKUH, E-da hospital. 2. Managed both Malaysia & Indonesia (2007-2009). Total Business $17Mio. Lead a team of direct and distributor teams with sales and marketing function. Within a year gained market leadership for Cernevit, an injectable multivitamin for Total Parenteral Nutrition (TPN) use. Within 3 years, generated >USD $ 4 million in new business revenue. Secured MOH Anesthesia 2-year tender worth USD$8 million with 100% market share. Renewed tender for another 2 years. |  | **Other Achievements**  Preceptor for Provisionally Registered Pharmacist, 2017  Mentor, Lean in Malaysia 2.0, powered by Asia Women Circle, 2017  Launched Esmya - <https://www.zuelligpharma.com/news/zuellig-pharma-launches-esmya> 2016  “How to make impactful presentations” Tunku Abdul Rahman College, 26 Nov 2011  “Commercializing Ideas & Successful Marketing” Tunku Abdul Rahman College, 24 Oct 2009  Baxter Healthcare, SEA Business Unit Manager of the Year 2008  Baxter Healthcare, SEA Business Unit Manager of the Year 2009 |
| **2004 - 2007**  **Sales & Marketing Manager,**  Boston Scientific Malaysia |  | **Interests**  Golf | Jogging | Gym | Tae Kwan Do | Foodie | Reading | Movies |
| **Accomplishments**  Lead a team of sales staff to ensure we captured the stent market share. Center of excellence to drive usage and gained KOL support. |  |  |
| **1998 - 2004**  **Group Product Manager**  Novartis Corporation Malaysia |  |  |
| **Accomplishments**  Launched 3 brands. Managed mature products and lead 2 Product Managers |  |  |