

PROFILE

Ms Chen is a highly motivated clinical researcher with extensive experience in international medical research, marketing, business development. She has been successful as a manager and in relationship management within industry and government. Ms. Chen has published 30+ clinical articles as well as acted in a peer review and editing capacity. She is known for her professionalism, strong work-ethic and solution focus.

PROFESSIONAL CREDENTIALS

1991: **Medical Degree, Major in Clinical Medicine**, Hunan Medical University, China

2001: **Master of Business Administration, Major in Marketing**, City University, WA, USA

SPECIAL ACHIEVEMENTS

- Successfully completion of clinical trials for various oncology and ophthalmology products
- Reviewed and published 30+ articles in prestigious Chinese medical journal
- Sponsored by employer for MBA program in recognition of outstanding achievements
- Responsible for Oncology Franchise (1999 – 2003) ranked first in China four successive years (2000 – 2003) by IMS, a global source for pharmaceutical market intelligence.
- Frequent recipient of top sales award for significantly exceeding targets

PROFESSIONAL EXPERIENCE

2005 - 2007: Marketing Manager

Joinn Pharmaceutical Centre, Beijing, China (A Clinical Research Organization company)

- Conducted pre-clinical and clinical trials
- Wrote clinical reviews and Participated in editing clinical study protocols.
- Established marketing department, 6 professional staff, managing a budget of approximately \$1 million CAD
- Lead market research, analyzed business intelligence to support corporate objectives
- Identified and prioritized current and potential clients' needs
- Participated in product development
- Arranged and coordinated various promotions, including seminars and symposiums

2004 - 2007: Private Consultant (part time)

Seven-Plus Pharmaceutical Consulting Company, Beijing

- Presented lectures on marketing to pharmaceutical product managers
- Promoted and monitored the education programs

2003 - 2005: Business Development Manager

Gloria International Corporation, Beijing, China

- Conducted Phase IV clinical trial
- Developed and presented annual strategic marketing plan
- Established long-term relationships and lead partnerships, which resulted in new avenues and opportunities for company growth, with international health suppliers from the IMRT-NOMOS (USA), Health Food- Arcopharma (France), Laser Project-QuartaSystem (Italy) and Loboplatin- Zentaris (Germany)

1995 – 2003: Product Manager (after successive promotions)

Pfizer (formerly Pharmacia Corporation) Beijing, China

- As Product Manager:
 - Conducted Phase IV clinical trials for oncology products and developed promotional activities
 - Developed annual strategic plan, forecasting, and assigning targets and budgets for every region of China. Made annual promotion plan and supervised implementation
 - Managed key accounts and enlisted top Medical Professionals to speak at conferences in support of pharmaceutical products
 - Researched intelligence on competition and generated remedial plans
- As Training Manager:
 - Developed, implemented and delivered training programs with a focus on improving the skills of Medical Sales Representative and Managers, e.g. basic and advanced *Selling and Influencing Skills* programs
 - Planned, coordinated and delivered product training sessions
- As Monitor and Clinical Research Associate and Medical Representative
 - Monitored Phase IV clinical trials
 - Provided product information to doctors
 - Arranged seminars and maintained effective relationship with clinicians

1993 – 1995: Teaching Assistant

Pharmaceutical Department, Hunan Medical University, Hunan, China

- Participated in laboratory work
- Assisted faculty members in teaching and tutoring students

1991 – 1993: Writer/Editor

Institute of Medical Information, Academy of Medical Science, Beijing, China

- Edited *Foreign Medical Information* journal
- Reviewed and published more than 36 clinical articles (list available on request)

KNOWLEDGE SUMMARY

- Medical/scientific knowledge including Epidemiology, Pharmacology, Toxicology, Pharmacodynamics, Pharmacokinetics and biostatistics
- Pre-clinical trial and clinical trial (Phase I-IV) protocols
- ICH-GCP as well as Chinese drug submission guidelines
- Business communications, including formal writing, presentation and training skills
- Fluent Mandarin and English communications
- Business Management, Administration and Marketing theory and principles
- Project management and planning theory and principles
- User proficiency in common office productivity tools and statistical software

PERSONAL INTERESTS

Swimming, badminton, reading

References available upon request.

Dec, 2007.