Brandon JobNexus – Business Development Manager

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**Languages:** English / Malay / Mandarin

**Target Positions:** Business Development Manager / Sales Director (Medical, Clinical or Pharmaceutical)

**Summary**

Experienced **Business Development Manager** with a proven ability to spearhead commercial successes and new business revenue within high-growth and established markets. Key strengths include: 15+ years of broad and deep experience spanning product management, sales management and strategic business development within the Medical, Pharmaceutical, Industrial and Technology industries; forging productive and amicable relationships with senior external stakeholders, defining core business requirements to underpin the delivery of bespoke solutions; combining a consultative sales approach with an innate flair for negotiation to agree favourable Ts&Cs and profitable transactions; initiating and forging productive new territories to expand business sales portfolio within predefined commercial objectives; and training and leading teams of highly skilled sales staff to create fulfilled workforces and sustainable ROI.

**Key Skills**

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| --- | --- |
| * Sales Planning & Strategy * Sales Team Management & Monitoring * KPI Definition * New Business Development * Strategic Sourcing * Product Launches * Process Optimisation * Lean Six Sigma | * Best Practice Introduction * Performance Reporting * Stakeholder Management * Account Management * Market & Trend Analysis * Project Management * Cost & Budget Analysis * Contract Negotiation |

**Career History**

**August 2019 to Present: ITS Group, Business Development Manager**

ITS (US$100m) is a leading provider of medical, analytical and biotechnology equipment and solutions.

* Appointed to manage Country Managers, covering lead generation, marketing, sales development and account management of the B2B, engineering, high-end equipment and solutions.
* Report to the core leadership team with responsibility for driving sales revenue, profitability and performance across countries, platforms and portfolios.
* Promote biotechnology, medical, clinical/analytical instruments and engineering product solutions.
* Introduce and implement lead generation solutions and best practice to increase accounts pipeline.
* Spearhead growth by expanding the portfolio and penetrating new customer accounts and markets.
* Establish effective marketing and sales tools to increase team conversion rates.
* Manage and determine strategic account tactics to develop existing customer accounts.
* Identify and remediate business gaps to improve sales performance and overall business efficiency.

**Key Projects & Achievements**

* Initiated and established a regional pharmaceutical projects business area, generating US$20M in new business revenue from projects captured within the first 2 years.
* Provided leadership and guidance to country teams to connect with key customer stakeholders, with a focus on advancing business growth strategies and opening up opportunities with key accounts.
* Delivered numerous projects: MSD STI system supply and integration; design, construction and equipment supply.

**December 2015 to July 2019: Watlow Houston: Regional Sales Manager**

Watlow is a global manufacturer of industrial heaters, sensors, controllers and thermal solutions.

* Forge sales opportunities and strategies in new and emerging markets.
* Promoted thermal components, sensors, controllers, software and integrated systems.
* Fostered strong relationships and generated business opportunities with the Consumer, Enterprise, Life Science, Food Serve, Oil & Gas, Semiconductor and Electronics markets.
* Coordinated and led product demonstrations, seminars and business meetings with decision makers.
* Deployed sales funnel management techniques and monitor and report on sales performance matrix.
* Analysed competitor offerings and developed counter strategies to increase market share.
* Key contributor to product development and application strategies by providing a deep understanding of different markets.

**Key Projects & Achievements**

* Developed new sales opportunities, generated funnel and delivered a strong conversion rate leading to US$6M in individual new business revenue and total team contribution of US$14M.
* Developed several new and highly profitable customer accounts including AEM Semiconductor, Baxter Healthcare, ThermoFisher, Rolls-Royce and Agilent Technologies.
* Received the Watlow ‘Top Sales Award’ in 2019 for winning cartridge heater sales for AEM-Intel project.

**January 2010 to November 2015: ITS Science & Medical: Sales Division Manager**

ITS Science & Medical is a core division of the ITS Group, providing scientific and medical equipment.

* Led 7 Product Marketing, Sales, and Project Managers for lead generation, launch, promotion and sales of high-value engineering equipment and solutions.
* Promoted Prefabricated Modular Operating Theatre (MOT), Surgical Operating Tables including Orthopedic Tables (Trumpf & Steris), Blood Pressure Monitoring System, Anaesthesia Machine, Surgical Light (Trumpf & Steris), OT A/V Integration Systems, and CSSD Equipment (Sterilizers and Washers).
* Collaborated with senior internal stakeholders to understand core growth objectives.
* Developed a divisional strategy to drive demand with American/European Principals and conceptualized innovative marketing collateral to achieve division sales targets.
* Analysed current trends and market demand, translated marketing requirements into product and service offerings and resolved clients/business partner issues.
* Trained and mentored teams, and instilled a high-performance culture within the division.

**Key Projects & Achievements**

* Spearheaded 150% growth (2014) in the projects division by identifying and developing new product agencies and initiating business expansion into hospitals.
* Secured S$10 million from Ng Teng Fong General Hospital for sales of MOT and Operating Tables, recording a 145% growth in yearly sales revenue.

**Additional Roles**

* 06/2004 to 01/2010: Hewlett-Packard: Senior NPI Engineer

**Education & Certification**

* Master of Science (M.Sc.) in Management of Technology: Houston University
* Bachelor of Engineering (B.E.) in Mechanical Engineering: Houston University
* Lead ISO Auditor Certification