



# WING SZE YAM (SZE)

MPhil (Chinese Medicine, Research)

BSc (Hons) Molecular Biotechnology

*Business Unit Manager & Commercial Lead  
Takeda Pharmaceutical Hong Kong Limited*

*Senior Pharmaceutical & Precision Medicine Leader  
with Asia-Pacific Impact  
Health Industries - Tier One Priority Sector*

## ABOUT ME

Senior pharmaceutical and precision medicine leader with over 17 years of experience delivering system-level health outcomes across oncology, hematology, neurology, cardiology, and rare diseases.

Recognised for translating medical innovation into measurable patient, public health, and economic outcomes, with leadership experience across Asia-Pacific markets aligned to Australia's Health Industries Tier One Priority Sector.

Actively contributing to Australia's preventative health agenda through involvement in MelonMe, a national melanoma prevention and sun-safety initiative aligned with public health priorities.

## MAJOR AWARDS

- Best Execution Award  
Takeda Pharmaceuticals (Hong Kong) Limited | 2024
- Asia Pacific IMPACT Award  
Novartis Hong Kong Limited | Mar 2021
- BU Sales Award  
Roche Hong Kong Limited | Jan 2010

## PROFESSIONAL MEMBERSHIPS

- Life Sciences Queensland (LSQ)  
Member (Current)
- Australian Institute of Company  
Directors (AICD)  
Member (Current)
- Woman in Leadership Australia (WLA)  
Associate Member (Current)

## AREAS OF EXCEPTIONAL EXPERTISE

- Pharmaceuticals and precision medicine strategy.
- Oncology, hematology, rare disease portfolios.
- Genomics and molecular diagnostics adoption.
- Early diagnosis and patient access programs.
- Market access, government formulary listing, and tender negotiation without price erosion.
- Cross-functional and cross-border leadership.
- Ethical digital marketing governance.

## EDUCATION


### THE CHINESE UNIVERSITY OF HONG KONG (CUHK)

- Master of Philosophy (MPhil), Chinese Medicine (Research) | 2003-2005
- Bachelor of Science (BSc Hons), Molecular Biotechnology | 2000-2003
- School of Continuing & Professional Studies, CUHK  
Professional Diploma in Marketing (Part-time)  
Apr 2008 - Dec 2008

## LANGUAGE

English (Fluent), Cantonese (Native),  
Mandarin (Professional)

## CONTACT

 +852 9164 3753

 smileszeyam@gmail.com

 www.yamwingsze.com

## **National Innovation Visa (Subclass 858)**

### **Tier One Priority Sector: Health Industries**

#### **Primary Specialisation: Pharmaceuticals and Precision Medicine**

#### **Senior Pharmaceutical & Precision Medicine Leader with Asia-Pacific Impact**

### **1. EXECUTIVE SUMMARY**

Senior pharmaceutical and precision medicine leader with over 17 years of experience delivering system-level health outcomes across oncology, hematology, neurology, cardiology, and rare diseases within the Health Industries Tier One Priority Sector.

Demonstrated expertise in pharmaceuticals and precision medicine, including genomics-led diagnostics, targeted therapies, early diagnosis programs, and government formulary access for innovative medicines. Recognised for translating scientific and medical innovation into measurable patient, public health, and economic outcomes, including during high-risk periods such as COVID-19.

Proven Asia-Pacific leader with deep experience across Hong Kong, Singapore, Taiwan, Macau, and regional headquarters engagement. Actively contributing to Australia's life sciences and preventative health agenda through professional leadership memberships and national health initiatives.

### **2. AREAS OF EXCEPTIONAL EXPERTISE**

- a) Pharmaceuticals and precision medicine strategy.
- b) Oncology, hematology, rare disease portfolios.
- c) Genomics and molecular diagnostics adoption.
- d) Early diagnosis and patient access programs.
- e) Market access, government formulary listing, and tender negotiation without price erosion.
- f) Cross-functional and cross-border leadership.
- g) Ethical digital marketing governance.

### 3. FLAGSHIP IMPACT PROJECTS

#### (Health Industries – Pharmaceuticals & Precision Medicine)

##### **Project 1: Precision Medicine & Early Diagnosis During COVID**

###### **Organisation: Novartis Pharmaceuticals (Hong Kong)**

- a) Designed and launched a free NGS mutation testing program to address diagnosis delays caused by COVID-19 disruptions.
- b) Enabled rapid identification of rare lung cancer mutations (MET exon14 skipping) and timely access to targeted therapies.
- c) Coordinated internal approvals, diagnostic partners, clinicians, and media within one month.
- d) Improved patient outcomes and maintained continuity of cancer care during a public health crisis.

**Impact: Demonstrates system-level innovation, crisis response, and precision medicine leadership.**

##### **Project 2: Government Tender Defence & Generic Risk Mitigation**

###### **Organisation: Novartis Pharmaceuticals (Hong Kong & Macau)**

- a) Led a complex formulation transition to defend against generic entry for a government-listed medicine.
- b) Achieved zero product write-off, no price cuts, and full tender retention across two jurisdictions.
- c) Coordinated payer negotiation, physician education, inventory planning, and regulatory alignment.
- d) Preserved patient access while protecting government healthcare budgets.

**Impact: Rare expertise in safeguarding national health systems while sustaining innovation.**

### **Project 3: Patient Assistance & Rare Disease Awareness (MPN)**

**Organisation: Novartis Pharmaceuticals & NGO Partner**

- a) Designed and launched a patient assistance program for underserved MPN patients excluded from government subsidies
- b) Achieved over 80% key media coverage and strong clinician support
- c) Delivered 33% year-on-year sales growth, reflecting improved access and awareness

**Impact: Combines patient-centred access with measurable commercial and public health outcomes.**

### **Project 4: Asia-Pacific Lung Cancer Scientific Forum**

**Organisation: Takeda Pharmaceuticals**

**Scope: Hong Kong, Taiwan, Greater China**

- a) Established a cross-border scientific exchange platform for lung cancer specialists
- b) Integrated AI, diagnostics, and emerging treatment discussions
- c) Attracted 100+ specialist participants via hybrid formats
- d) Enabled ongoing regional collaboration and knowledge transfer

**Impact: Demonstrates international leadership and scientific ecosystem building.**

### **Project 5: National Public Awareness Campaign – Central Precocious Puberty**

**Organisation: Takeda Pharmaceuticals**

- a) Partnered with leading paediatric endocrine societies to deliver a large-scale awareness campaign
- b) Educated parents and clinicians on early diagnosis and treatment windows
- c) Achieved 25.5% year-on-year growth in treatment uptake

**Impact: Population-level behavioural change through ethical health education.**

#### 4. LEADERSHIP, SENIORITY & RECOGNITION

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- a) Business Unit Manager with full P&L accountability
- b) Regional leadership roles across Asia-Pacific markets
- c) Asia Pacific IMPACT Award (2021) – Novartis
- d) BU Sales Award – Roche
- e) Super Salesman Award – UCB Pharma
- f) Appointed Digital Governance Champion for Oncology Business Unit

#### 5. PROFESSIONAL EXPERIENCE (Highlight)

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##### **Takeda Pharmaceutical (Hong Kong)**

##### **Business Unit Manager | Commercial Lead – Gene Therapy**

- a) Led lung and prostate cancer portfolios with full strategic and financial accountability
- b) Appointed commercial lead for pre-launch gene therapy initiatives

##### **Novartis Pharmaceuticals (Hong Kong & Singapore)**

##### **Marketing Manager | Senior Product Manager | Regional Assignment**

- a) Led oncology, hematology, and precision medicine portfolios
- b) Drove diagnostic adoption and early access strategies
- c) Served as Digital Governance Champion

##### **Roche Pharmaceuticals (Hong Kong)**

- a) Associate Product Manager | Senior Marketing Executive
- b) Launched oncology products with rapid government enlistment

##### **UCB Pharma & Baxter Healthcare**

##### **Product Specialist | Regulatory Affairs Specialist**

- a) Early career foundation in pharmaceuticals, neurology, cardiology, and regulatory affairs

## 6. AUSTRALIAN PREVENTATIVE HEALTH & NATIONAL CONTRIBUTION – MELONME

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### **Project: MelonMe – National Melanoma Prevention & Sun Safety Movement (Australia)**

**Organisation:** MelonMe Pty Ltd (Australia) – A SOULU Social Enterprise

**Sector:** Health Industries – Pharmaceuticals, Precision Medicine & Preventative Health

**Project Scope:** National (Australia)

**Project Status:** Launch & Growth Phase

### **A. My Role and Professional Contribution**

I apply my senior experience in pharmaceuticals, precision medicine, and health communication to support the design, governance, and execution of MelonMe, a national melanoma prevention and sun-safety movement aligned with Australia’s public health priorities.

My contribution focuses on translating medical credibility, behaviour-change strategy, and discipline gained from working in highly regulated healthcare environments into a scalable, community-driven prevention model.

### **B. Key Contributions**

#### **1. Health Strategy & Medical Credibility**

- a) I draw on my background in oncology, melanoma-related cancer portfolios, and public health education to ensure MelonMe’s messaging is clinically accurate, responsible, and aligned with national skin cancer prevention strategies.
- b) I support the integration of early detection education, including ABCDE melanoma awareness and prevention messaging, in ways that are engaging and accessible rather than fear-based.

#### **2. Preventative Health Campaign Design**

- a) I contribute expertise in behaviour-change marketing, informed by large-scale disease awareness campaigns, to help design sun-safe habits that are practical, visible, and repeatable in everyday life.
- b) I advise on campaign structures that guide Australians from awareness to participation and, ultimately, to long-term behavioural adoption, supporting a shift from reactive treatment to preventative healthcare.

#### **3. Product & Advocacy Governance**

- a) I provide oversight on the design and positioning of cause collectables, ensuring products such as hats, sunglasses, and future sunscreen lines support recognised sun-safety standards while remaining attractive and culturally relevant.

- b) I apply governance principles developed in regulated pharmaceutical settings to ensure ethical marketing practices, transparency, and responsible public claims.

#### **4. Strategic Partnerships & Ecosystem Building**

- a) I support the development of partnerships with health organisations, schools, councils, sports clubs, and commercial brands, drawing on my experience working with hospitals, NGOs, and healthcare stakeholders.
- b) I advise on collaboration frameworks that balance commercial sustainability with public health integrity, helping to build trust and long-term impact.

#### **5. Digital Engagement & Scalable Reach**

- a) I contribute experience in digital governance, omni-channel engagement, and data-driven campaign optimisation to support MelonMe's national scale-up while maintaining quality and compliance.
- b) I support the design of membership, ambassador, and community engagement models that encourage consistent sun-safe behaviour, particularly among younger and high-risk outdoor populations.

### **C. Contribution to Australia's National Interests**

Through my involvement in MelonMe, my skills contribute directly to Australia by:

- a) Supporting national melanoma prevention and sun-safety objectives, addressing one of Australia's most significant and preventable cancer risks.
- b) Helping shift public behaviour toward early prevention and early detection, reducing long-term healthcare burden.
- c) Strengthening Australia's preventative health ecosystem through innovative, community-led engagement models.
- d) Contributing to economic activity and employment through a scalable Australian social enterprise operating across health, design, marketing, logistics, and digital services.
- e) Supporting Australia's reputation for health innovation and leadership in preventative care, with potential for future international adaptation.

## 7. EDUCATION

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### **The Chinese University of Hong Kong (CUHK)**

Master of Philosophy (MPhil), Chinese Medicine (Research)

Sep 2003 – Aug 2005

### **The Chinese University of Hong Kong (CUHK)**

Bachelor of Science (BSc Hons), Molecular Biotechnology

Sep 2000 – Jul 2003

### **School of Continuing & Professional Studies, CUHK**

Professional Diploma in Marketing (Part-time)

Apr 2008 – Dec 2008



## 8. PROFESSIONAL MEMBERSHIPS

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Women in Leadership Australia (WLA) - **Associate Member (Current)**

Australian Institute of Company Directors (AICD) – **Member (Current)**

Life Sciences Queensland (LSQ) – **Member (Current)**



**AUSTRALIAN INSTITUTE**  
of COMPANY DIRECTORS

## 9. VOLUNTEERS

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### **The 4<sup>th</sup> Chinese Transplant Games – Hong Kong Team - *Volunteer* | Jul 2010**

Supported by Hong Kong Society of Transplantation and the Hong Kong Transplant Society Association

### **Raleigh International - Namibia, Africa**

#### ***Volunteer Participant 3-Month Overseas Service* | 2007**

Participated in a structured international volunteer program focused on community development, environmental sustainability, and cross-cultural engagement.

### **Conservation Volunteers Australia – Northern Territory, Australia**

#### ***Volunteer – Environmental Conservation Activities* | Jul 2003**

Participated in environmental conservation and land management projects, supporting sustainable ecosystem preservation initiatives.

## 10. AWARDS & ACHIEVEMENTS

### **Best Execution Award | 2024**

**Takeda Pharmaceuticals (Hong Kong) Limited**

### **Certificate of Outstanding Performance Recognition - Mid Year Best Leaders | 2023**

**Novartis Hong Kong Limited | Jul 2023**

### **Certificate of Outstanding Performance Recognition - Q4 ICU Award | 2022**

**Novartis Hong Kong Limited | Jan 2023**

### **Asia Pacific IMPACT Award | 2021**

**Novartis Hong Kong Limited | Mar 2021**

Recognised for outstanding contribution to the Oncology Business Unit across the Asia-Pacific region, delivering exceptional business results through innovative marketing strategies, cross-functional collaboration, and impactful stakeholder engagement.

### **BU Sales Award | 2010**

**Roche Hong Kong Limited | Jan 2010**

Honoured for exceptional sales performance within the Business Unit, exceeding targets through strategic account management, effective product positioning, and strong customer relationships in a highly competitive oncology market.

### **Super Salesman Award | 2007**

**UCB Pharma Limited | Feb 2007**

Awarded for top-tier sales achievement across the company, demonstrating exceptional territory growth, product adoption, and client retention within neurology and cardiology therapeutic areas.

### **Professional Training & Certification (Selected)**

- **Certificate in Training Programme for Medical Representatives | 2010**  
**The Hong Kong Association of the Pharmaceutical Industry (HKAPI)**
- **Certificate in Targeting, Territory & Key Account Management Workshop | 2010**  
**Roche Hong Kong Limited**



## 11. PUBLICATIONS



Available online at [www.sciencedirect.com](http://www.sciencedirect.com)



Journal of Ethnopharmacology 96 (2005) 133–138



[www.elsevier.com/locate/jethpharm](http://www.elsevier.com/locate/jethpharm)

### A comparative study on aqueous root extracts of *Pueraria thomsonii* and *Pueraria lobata* by antioxidant assay and HPLC fingerprint analysis

Ren-Wang Jiang<sup>a</sup>, Kit-Man Lau<sup>a</sup>, Hung-Ming Lam<sup>a</sup>, Wing-Sze Yam<sup>a</sup>, Lai-Kin Leung<sup>a</sup>,  
Kam-Lin Choi<sup>a</sup>, Mary M.Y. Waye<sup>a</sup>, Thomas C.W. Mak<sup>b</sup>,  
Kam-Sang Woo<sup>c</sup>, Kwok-Pui Fung<sup>a,\*</sup>

<sup>a</sup> Department of Biochemistry and Institute of Chinese Medicine, The Chinese University of Hong Kong, Hong Kong SAR, P.R. China

<sup>b</sup> Department of Chemistry and Institute of Chinese Medicine, The Chinese University of Hong Kong, Hong Kong SAR, P.R. China

<sup>c</sup> Department of Medicine and Therapeutics, Institute of Chinese Medicine, The Chinese University of Hong Kong, Hong Kong SAR, P.R. China

Received 18 February 2004; received in revised form 18 August 2004; accepted 30 August 2004

A comparative study on aqueous root extracts of *Pueraria thomsonii* and *Pueraria lobata* by antioxidant assay and HPLC fingerprint analysis. *Journal of Ethnopharmacology*, 96(1–2), 133–138. <https://doi.org/10.1016/j.jep.2004.08.029>

## 12. CONFERENCES AND EVENTS

### 22<sup>nd</sup> Urological Association of Asia (UAA) Congress 2025

In conjunction with the 47<sup>th</sup> Annual Meeting of the  
Taiwan Urological Association  
Taipei, Taiwan | 14-17 August 2025



### ESMO Asia Congress 2025

Medical Oncologist's Recertification Approval (MORA-18 points)  
Singapore | 5-7 December 2025

### ESMO Asia Congress 2024

Medical Oncologist's Recertification Approval (MORA-16 points)  
Singapore | 6-8 December 2024



### ESMO Asia Congress 2023

Medical Oncologist's Recertification Approval (MORA-19 points))  
Singapore | 1-3 December 2023

## 13. PROFESSIONAL EXPERIENCE

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**Takeda Pharmaceutical Hong Kong Ltd** | [www.takeda.com](http://www.takeda.com)

### **Business Unit Manager & Commercial Lead | Aug 2023 – Present**

- Provide full business unit leadership for lung and prostate cancer (solid tumour) portfolios, with accountability for strategy, P&L performance, market expansion, and cross-functional execution.
- Drive integrated sales and marketing strategies to strengthen brand positioning and accelerate growth in highly competitive oncology markets.
- Appointed Commercial Lead for pre-launch gene therapy, leading cross-functional readiness across medical, regulatory, market access, and commercial teams for one of Takeda's most innovative treatments.
- Contribute to long-term portfolio sustainability through disciplined governance, stakeholder engagement, and value-based healthcare positioning.



**NOVARTIS Novartis Pharmaceutical Hong Kong Ltd** | [www.novartis.com](http://www.novartis.com)

### **Marketing Manager | Oct 2022 – Aug 2023**

- Led end-to-end marketing strategy for the breast cancer portfolio, reinforcing market leadership through patient- and physician-centric campaigns.
- Managed and developed an Associate Product Manager, strengthening team capability in brand strategy, analytics, and compliant execution.
- Built strong stakeholder relationships across clinicians, hospitals, and healthcare partners, enabling faster adoption of targeted therapies.

### **Associate Marketing Manager | Oct 2021 – Sep 2022**

- Led marketing strategy for lung cancer and melanoma portfolios, aligning brand positioning with evolving clinical evidence and treatment guidelines.
- Designed and executed **precision medicine strategies**, significantly improving diagnostic testing rates for solid tumour patients and enabling earlier, more targeted treatment.
- Supervised and coached an Associate Diagnostic Manager, integrating diagnostic solutions into the broader oncology strategy.

### Senior Product Manager | Sep 2020 – Sep 2021

- Directed hematology portfolio strategy, delivering market growth through targeted campaigns, KOL engagement, and competitive differentiation.
- Appointed Digital Governance Champion for the Oncology Business Unit, establishing governance frameworks, optimising omni-channel execution, and ensuring regulatory compliance.
- Mentored Associate Product Managers, building a high-performing, compliant, and patient-focused marketing team.

 **NOVARTIS** **Novartis Pharmaceutical Singapore Pte Ltd** | [www.novartis.com](http://www.novartis.com)

### Regional Marketing Assignment (3 months) | Feb 2020 – Apr 2020

- Spearheaded planning for a new indication launch, including market analysis, pricing considerations, and cross-market alignment.
- Delivered training and knowledge-sharing sessions, transferring best practices from the Hong Kong market to strengthen regional capability.

 **NOVARTIS** **Novartis Pharmaceutical Hong Kong Ltd** | [www.novartis.com](http://www.novartis.com)

### Product Manager | Nov 2016 – Aug 2020

- Led a seamless formulation transition in the hematology portfolio, successfully securing government tenders without price reductions and achieving zero product write-off.
- Developed and executed marketing strategies that consistently met or exceeded growth targets.
- Acted as Digital Governance Champion, standardising digital operations and omni-channel approaches across the Oncology Business Unit.

 **Roche Hong Kong Ltd** | [www.roche.com.hk](http://www.roche.com.hk)

### Associate Product Manager | Apr 2015 – Oct 2016

- Successfully launched a new breast cancer therapy through early multi-stakeholder engagement, achieving **rapid government sector enlistment** and accelerated patient access.
- Developed and implemented marketing plans aligned with corporate strategy and local healthcare needs.

### **Senior Executive, Marketing | Jun 2012 – Mar 2015**

- Supported oncology product managers in campaign development, KOL programs, and major medical events, contributing to sustained brand growth and market penetration.

### **Senior Executive, Sales | Apr 2011 – May 2012**

- Managed renal product portfolios, consistently achieving or exceeding revenue targets through strategic account management.

### **Product Specialist | Apr 2009 – Apr 2011**

- Built strong relationships with nephrologists and dialysis centres, driving product adoption through value-based engagement.



**UCB Pharma Ltd** | [www.ucb.com](http://www.ucb.com)

### **Product Specialist | Sep 2008 – Mar 2009**

- Managed neurology (epilepsy) and cardiology (anti-hypertensive) portfolios, expanding market presence through targeted sales strategies.

### **Medical Representative | Mar 2008 – Aug 2008**

- Delivered sales growth across primary care, dermatology, paediatrics, and ENT portfolios through trusted relationships with healthcare providers.

**Baxter** **Baxter Healthcare Ltd** | [www.baxter.com](http://www.baxter.com)

### **Regulatory Affairs Specialist (Contract) | Dec 2005 – Jun 2006**

- Managed pharmaceutical product registration processes, liaising with global regulatory teams to ensure timely approvals and compliance with local regulatory standards.

## 14. PROFESSIONAL ENGAGEMENTS, CONFERENCES & MEDICAL LEADERSHIP ACTIVITIES



Asia-Pacific Lung Cancer Forum with speakers



Hong Kong Urology Conference Booth for Takeda



Novartis Haematology Booth at the HK Haematology Society Annual Conference



Organised Solid Tumour Symposium for Novartis



Organised Breast Cancer Conference in Hong Kong



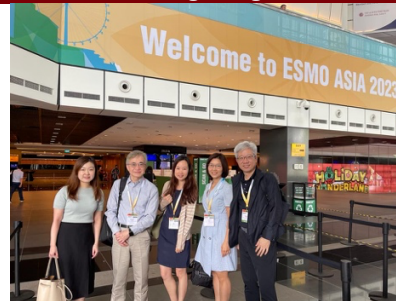
Presentation at Takeda Regional Exchange Meeting (Taiwan, Korea, and Hong Kong).



Enantone Global Summit Meeting with International Team



Enantone Global Summit - Workshop Discussion Session



Attendance at ESMO Asia 2024



Hong Kong College of Radiology Annual Conference Booth for Takeda



Participation in Hong Kong Lung Cancer Forum Organised by Patient Group



Meeting with Regional Medical Head and Local Key Oncologists



## **WING SZE YAM (SZE)**

MPhil (Chinese Medicine, Research)  
BSc (Hons) Molecular Biotechnology

***Business Unit Manager & Commercial Lead***  
*Takeda Pharmaceutical Hong Kong Limited*

***Senior Pharmaceutical & Precision Medicine Leader***  
*with Asia-Pacific Impact*  
*Health Industries - Tier One Priority Sector*

### **PERSONAL STATEMENT & COMMITMENT TO AUSTRALIA**

I am seeking permanent residence in Australia under the National Innovation Visa (Subclass 858) to continue my professional contribution in pharmaceuticals and precision medicine; while establishing a long-term future for my family in a country whose values align closely with our aspirations.

Professionally, Australia represents a globally respected healthcare system that places strong emphasis on innovation, early intervention, and preventative health. These principles closely reflect my career focus on precision medicine, early diagnosis, and improving access to life-saving therapies. Through senior roles in multinational pharmaceutical organisations, I have worked across oncology, rare diseases, genomics-led diagnostics, and government formulary access, translating medical innovation into measurable patient, public health, and economic outcomes. This experience positions me to contribute meaningfully to Australia's Health Industries sector through collaboration, leadership, and knowledge transfer.

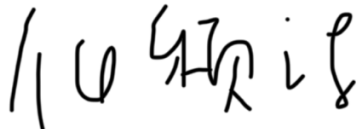
In addition to my corporate leadership experience, I am committed to contributing to Australia's preventative health priorities. My involvement in MelonMe, a national melanoma awareness and sun-safety initiative, reflects my dedication to supporting behavioural change, early detection, and community education in an area of significant national importance. Through this initiative, I apply my healthcare, communication, and governance experience to help strengthen community-led prevention efforts and support long-term public health outcomes.

On a personal level, my family and I are drawn to Australia for its emphasis on education, wellbeing, safety, and inclusiveness. We are parents to two children, and we value Australia's education system and outdoor lifestyle, which encourage both personal development and a strong sense of community responsibility. We see Australia not only as a place to live, but as a country where our children can grow, learn, and contribute with a global outlook.

My husband has a background in information technology, bringing complementary skills in digital systems and technology-enabled solutions. His experience aligns with Australia's growing digital and innovation-driven economy, and he is committed to contributing professionally and economically upon settlement.

As a family, we are committed to building our future in Australia and contributing positively to its economy, healthcare ecosystem, and community life over the long term. I am confident that my professional expertise, combined with our shared values and commitment, will allow us to make a meaningful and lasting contribution to Australia.

Yours Sincerely,




WING SZE YAM (SZE)


MPhil (Chinese Medicine, Research)  
BSc (Hons) Molecular Biotechnology

Senior Pharmaceutical & Precision Medicine Leader  
With Asia-Pacific Impact

Business Unit Manager & Commercial Lead  
Takeda Pharmaceutical Hong Kong Ltd  
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 [www.yamwingsze.com](http://www.yamwingsze.com)

## APPENDIX A – NOMINATOR ENDORSEMENT (NOMINATION SUPPORTING LETTER)

### NOMINATION SUPPORTING LETTER

**Re: Nomination Support - Ms Wing Sze Yam**

National Innovation Visa (Subclass 858) - Tier One Priority Sector: Health Industries

**To Whom It May Concern,**

I am pleased to provide my formal endorsement of Ms Wing Sze Yam (Sze) in support of her application for the National Innovation Visa (Subclass 858) under the Tier One Priority Sector – Health Industries, with specialisation in Pharmaceuticals and Precision Medicine.

#### **1. Nominator Professional Standing & Specialist Expertise**

I am a senior pharmaceutical executive and specialist in drug development, technical operations, and regulatory-compliant manufacturing, with more than 20 years of international experience across Europe, Asia-Pacific, and Australia.

I relocated to Australia from Europe in January 2013 with my Australian family (my spouse and our four children, all Australia citizens), and have since continued my professional career within Australia's pharmaceutical and life sciences sector.

I currently serve as Principal Consultant in Pharmaceutical Consulting (Greater Melbourne Area), advising pharmaceutical and biotechnology organisations in the following areas:

- 1) Drug development strategy and Chemistry, Manufacturing and Controls (CMC) oversight
- 2) Global outsourcing and contractor network governance
- 3) Good Manufacturing Practice (GMP) compliance and ICH-aligned regulatory readiness
- 4) Due diligence for asset acquisition and pharmaceutical partnering
- 5) Business development and executive-level stakeholder representation

Previously, I served as **Vice President, Pharmaceuticals at IDT Australia Ltd**, where I led Technical Development, Manufacturing, and Supply Chain functions for drug substance, drug product, and clinical supply projects delivered globally across the United States, Europe, Australia, Korea and Japan. I was a member of the Executive Leadership Team and responsible for regulatory compliance, GMP audit oversight, contract governance, due diligence, and management of multi-million dollar budgets.

Prior to this, I held senior Technical Operations Management positions at Actelion (since then acquired by Johnson & Johnson) for over a decade, overseeing approximately 20

PAGE 1

pharmaceutical development and commercial projects globally, including CMC leadership for projects progressing to registration following successful Phase III trials.

Through these roles, I have operated at executive and strategic levels within multinational pharmaceutical organisations and have extensive experience assessing senior leaders in drug development, regulatory governance, commercial health strategy, and precision medicine implementation.

Based on this professional standing, I am well qualified to evaluate Ms Yam's expertise, leadership calibre, and international impact within the Health Industries sector.

## **2. Assessment of Ms Yam's Professional Standing**

Ms Wing Sze Yam is a senior pharmaceutical and precision medicine leader with over 17 years of experience across oncology, hematology, melanoma, rare diseases, and gene therapy portfolios.

Her career progression within multinational organisations including Takeda, Novartis, and Roche demonstrates sustained advancement into senior strategic leadership roles, including Business Unit Manager and Commercial Lead with full P&L accountability.

Her expertise spans:

- 1) Precision medicine strategy and genomics-led diagnostic adoption
- 2) Oncology and rare disease portfolio leadership
- 3) Government formulary listing and tender defence without price erosion
- 4) Cross-border Asia-Pacific leadership and scientific collaboration
- 5) Ethical digital governance within regulated pharmaceutical environments

Importantly, Ms Yam operates at the intersection of science, policy, regulation, market access, and patient-centred healthcare delivery - a rare and valuable combination within Health Industries.

## **3. Demonstrated System-Level and International Impact**

In reviewing her professional record, I note multiple examples of exceptional and measurable impact:

- 1) During the COVID-19 crisis, she designed and launched a free NGS mutation testing program to prevent diagnostic delays for lung cancer patients, enabling continued access to targeted therapy during a public health crisis.

- 2) She led a complex formulation transition strategy to defend a government-listed medicine against generic entry, achieving zero write-off and no price erosion across two jurisdictions.
- 3) She developed patient assistance programs for rare disease populations, resulting in measurable year-on-year treatment uptake and improved access.
- 4) She established cross-border scientific platforms involving over 100 oncology specialists, facilitating regional collaboration and knowledge exchange.

These outcomes demonstrate system-level thinking, strategic innovation, and leadership beyond routine commercial execution. They reflect internationally recognised capability in precision medicine and pharmaceutical governance.

#### **4. Alignment with Australia's National Interests**

Australia maintains strong national priorities in:

- 1) Precision medicine advancement
- 2) Oncology innovation
- 3) Early diagnosis and preventative health
- 4) Sustainable healthcare system funding
- 5) Regulatory-compliant pharmaceutical governance

Ms Yam's expertise directly supports these priorities.

Her involvement in melanoma prevention initiatives within Australia reflects a practical application of her oncology and behaviour-change experience to one of Australia's most significant public health challenges.

Her background in regulated pharmaceutical governance, ethical communication, and strategic healthcare positioning positions her to:

- 1) Strengthen Australia's precision medicine ecosystem
- 2) Support adoption of genomics-led diagnostics
- 3) Contribute to sustainable access frameworks
- 4) Enhance preventative health initiatives
- 5) Build cross-sector collaboration between industry, healthcare providers, and community stakeholders

Her experience is not theoretical - it is operational, executive-level, and internationally validated.

## 5. Professional Opinion & Endorsement

Based on my executive experience in global pharmaceutical technical leadership, CMC governance, regulatory compliance, and strategic drug development, I consider Ms Wing Sze Yam to possess an exceptional and outstanding record of achievement within the Health Industries sector.

She has demonstrated sustained senior leadership, measurable impact across jurisdictions, and internationally recognised expertise in pharmaceuticals and precision medicine.

In my professional opinion, she meets the standard of a candidate whose continued work in Australia would contribute meaningfully to the country's healthcare innovation capacity, regulatory excellence, and preventative health objectives.

I therefore fully and unequivocally support her application for permanent residence under the National Innovation Visa (Subclass 858).

I am confident she will make a substantial, long-term contribution to Australia's Health Industries ecosystem and broader community. Her commitment is further strengthened by her intention to relocate to Australia with her husband and their two children.

Please do not hesitate to contact me should you require any further information.

Yours sincerely,

*S. Redey 24-Feb-2026*

**Stéphane Redey**

Principal Consultant – Pharmaceutical Consulting  
Former Vice President, Pharmaceuticals – IDT Australia Ltd  
Specialist in Drug Development, CMC Strategy & GMP Governance

Mobile: 0434 495 795

Email: stephane.redey@gmail.com



**Australian Government**  
**Department of Home Affairs**

## Nomination for National Innovation visa

Form  
**1000**

Please open this form using Adobe Acrobat Reader.  
 Either type (in English) in the fields provided or print this form  
 and complete it (in English) using a pen and BLOCK LETTERS.

Tick where applicable

### Applicant's details

**1 Applicant's full name**  
 Family name  
  
 Given names

**2 Applicant's date of birth**  
 Day Month Year

**3 Applicant's country of birth**

**4 Citizenship of applicant**

**5 Applicant's residential address**  
  
  
 Postcode

**6 Applicant's telephone number(s)**  
 Country code Area code Number  
 Office hours   
 After hours

**7 Applicant's area of achievement:**  
 Select one only

a profession, or   
 the arts, or   
 sport, or   
 research and academia

**8 Give a brief description of the profession, arts, sport or research and  
 academia in which the applicant is involved**

**9 Explain why you consider the applicant to have an internationally recognised record of exceptional and outstanding achievement in their profession, the arts, sport, or research and academia.**

Ms Wing Sze Yam has over 17 years of progressive senior leadership experience within multinational pharmaceutical organisations including Takeda, Novartis, and Roche. She has led oncology, hematology, melanoma and gene therapy portfolios across Asia-Pacific markets and delivered measurable system-level impact in precision medicine adoption, early diagnosis programs, and government formulary access.  
 Her achievements include:  
 - Designing and launching a genomics-based mutation testing program during COVID-19 to prevent diagnostic delays in lung cancer patients.  
 - Successfully defending a government-listed oncology product from generic entry without price erosion across two jurisdictions.  
 - Establishing cross-border oncology scientific platforms involving over 100 specialists.  
 - Leading rare disease patient assistance programs with measurable year-on-year treatment uptake growth.  
 These accomplishments demonstrate sustained, senior-level, internationally recognised excellence in pharmaceuticals and precision medicine.

**10 Is the applicant still prominent in their area of achievement?**

No   
 Yes

**11 What is the applicant's priority sector?**

**12** Describe how the applicant is still prominent in their area of achievement

Ms Yam currently serves as Business Unit Manager & Commercial Lead at Takeda Pharmaceutical, overseeing oncology portfolios including lung and prostate cancer and contributing to pre-launch gene therapy strategy. She continues to operate at senior leadership level within multinational pharmaceutical environments and remains actively engaged in oncology scientific forums, regulatory governance, and precision medicine initiatives.

**13** Describe how the applicant would be an asset to the Australian community

Australia prioritises precision medicine, oncology innovation, preventative health, and sustainable healthcare systems. Ms Yam's expertise in genomics-led diagnostics, oncology portfolio leadership, regulated pharmaceutical governance, and health communication aligns directly with these national priorities.

Her experience in:

- Government regulatory negotiation
- Precision medicine implementation
- Cross-border scientific collaboration
- Ethical digital governance in healthcare

She would strengthen Australia's life sciences ecosystem through senior expertise in precision medicine, oncology strategy, and regulated pharmaceutical governance. Her experience in preventative health initiatives and sustainable market access would contribute to innovation-led and economically responsible healthcare development in Australia.

**14** Give an explanation of why the applicant would have no difficulty in obtaining employment, or in becoming established independently, in Australia, in their area of achievement

Ms Yam has extensive senior-level multinational pharmaceutical leadership experience in oncology and precision medicine. Australia hosts major global pharmaceutical companies, biotech firms, and life sciences organisations where her experience in portfolio leadership, gene therapy commercial readiness, market access strategy, and regulated healthcare governance would be directly transferable. Her executive-level background, international network, and demonstrated commercial and system-level success indicate she would readily secure senior employment or establish independent consultancy in Australia's pharmaceutical and health innovation sectors.

**15** Is the applicant currently employed?

No

Yes  Current annual salary

AUD220,000

**16** Applicant occupation name

Business Unit Manager - Oncology / Pharmaceutical Commercial Lead

**17** Has the applicant received an offer of employment in Australia?

No

Yes

**18** Expected annual salary when work in Australia is commenced

AUD 190,000+

**19** Give details of the applicant's proposed activity in Australia and how their skills and experience would be utilised

Ms Yam proposes to contribute to Australia's Health Industries sector through senior pharmaceutical leadership roles, consultancy in precision medicine strategy, preventative health initiatives (including melanoma awareness and early detection programs), and collaboration with healthcare organisations to strengthen genomics adoption and sustainable market access frameworks. Her skills in oncology strategy, regulated governance, and cross-sector stakeholder engagement would be utilised in advancing Australia's precision medicine ecosystem.

**20** Give details of any registration / licensing / professional memberships held by the applicant

Registration / licensing / memberships:

- Australian Institute of Company Directors (Member)
- Life Sciences Queensland (Member)
- Women in Leadership Australia (Associate Member)

**21** Is the applicant aged below 18 or aged 55 years or above?

No

Yes  Indicate how you consider the applicant would be of exceptional benefit to the Australian community

**22** Explain how you are familiar with the applicant's achievements in the area

I have reviewed Ms Yam's detailed professional portfolio, including her senior leadership roles within multinational pharmaceutical organisations, her documented flagship projects, and her measurable contributions in precision medicine and oncology portfolio strategy. As a pharmaceutical executive and specialist in drug development, CMC governance, and regulated pharmaceutical operations, I am professionally qualified to assess the significance and impact of her achievements within the Health Industries sector.

### Nominator's details

- 23** As nominator, are you representing an Australian organisation or are you an individual?  
Australian organisation  ► **Complete Part A**  
Individual  ► **Complete Part B**

#### Part A – Nomination by an Australian organisation

- 24** Registered name of nominating organisation
- 25** Trading name (if different from above)
- 26** Provide details of all registration identifiers for the organisation  
Registration type (eg. Pty Ltd)  
  
Registered ID (eg. ABN)
- 27** Office address in Australia of nominating organisation  
  
  
 Postcode
- 28** Organisation website (if available)
- 29** Industry type
- 30** Telephone number  
Office hours  (Area code  )  
Mobile/Cell
- 31** Name of contact officer within the organisation  
Family name  
  
Given names
- 32** Position of contact officer

- 33** What is the contact officer's authority to represent the Australian organisation? (Tick one only)  
Senior Manager in the organisation   
Authorisation received by a Senior Manager in the organisation  ► Attach evidence  
Other  ► Give details

- 34** Describe how your organisation has acquired a national reputation in the same area as the applicant

- 35** Do you agree to the Department communicating with you by email or other electronic means?  
No   
Yes  ► Give details  
Email address

#### Declaration of the nominating Australian organisation

**WARNING:** Giving false or misleading information is a serious offence.

- 36**
- I hereby declare that the information I have supplied in this form is complete, truthful and correct in every detail.
  - I declare that I have received no fee from any party for the completion of this form.
  - I understand that if any fraudulent documents or false or misleading information has been provided with this nomination, or if the applicant fails to satisfy the Minister of their identity, the application may be refused and the applicant, and any other member of the applicant's family unit, may become unable to be granted a visa for specified periods of time.
  - I understand that if documents are found to be fraudulent or information to be incorrect after the grant of a visa, the visa may subsequently be cancelled.
  - I understand that the Department of Home Affairs may be required to disclose nominator information, if required to meet disclosure obligations under law, statutory, or portfolio duties.

**Signature of contact officer**

Day Month Year  
Date

► **Go to Question 48 - you do not need to complete Part B**

**Part B – Nomination by an individual**

- 37** Nominator's full name  
 Family name  
 REDEY  
 Given names  
 STEPHANE ARNAUD
- 38** Sex Male  Female  Indeterminate / Intersex / Unspecified
- 39** Date of birth Day Month Year  
 19-Sep-1972
- 40** List all countries of citizenship  
 FRENCH
- 41** Residential address **Note:** A street address is required  
 7 WANDELLA ROAD  
 FRANKSTON VIC  
 Postcode 3199
- 42** Postal address (if same as Residential address write 'As above')  
 AS ABOVE  
 Postcode
- 43** Telephone numbers  

	Country code	Area code	Number
Office hours	( )	( )	
After hours	( )	( )	
Mobile/Cell	0434 495 795		
- 44** Do you agree to the Department communicating with you by email or other electronic means?  
 No   
 Yes  Give details  
 Email address stephane.redey@gmail.com
- 45** What is your status in Australia?  
 Australian citizen   
 Australian permanent resident   
 Eligible New Zealand citizen

**Note:** The nominator should confirm their Australian citizenship, Australian permanent residency or status as an eligible New Zealand citizen prior to submitting this form. Refer to definitions on page 1 of this form.

- 46** Describe how you have acquired a national reputation in the same area as the applicant

I have over 20 years of international pharmaceutical leadership experience in drug development, technical operations, Chemistry, Manufacturing and Controls (CMC), and Good Manufacturing Practice (GMP) governance. I previously served as Vice President, Pharmaceuticals at IDT Australia Ltd, where I led technical development, manufacturing, regulatory compliance and supply chain operations across global markets. I was a member of the Executive Leadership Team and responsible for regulatory oversight and multi-million dollar pharmaceutical budgets. Prior to this, I held senior technical leadership roles at Actelion (since then acquired by Johnson & Johnson), overseeing global pharmaceutical development projects progressing to regulatory registration. I currently serve as Principal Consultant in Pharmaceutical Consulting in Australia, advising organisations on drug development strategy, regulatory readiness, CMC governance, and pharmaceutical business development. Through these roles, I have established a strong professional standing in the pharmaceutical and life sciences sector within Australia and internationally.

**Declaration of nomination by an individual**

**WARNING:** Giving false or misleading information is a serious offence.

- 47**
- I hereby declare that the information I have supplied in this form is complete, truthful and correct in every detail.
  - I declare that I have received no fee from any party for the completion of this form.
  - I understand that if any fraudulent documents or false or misleading information has been provided with this nomination, or if the applicant fails to satisfy the Minister of their identity, the application may be refused and the applicant, and any other member of the applicant's family unit, may become unable to be granted a visa for specified periods of time.
  - I understand that if documents are found to be fraudulent or information to be incorrect after the grant of a visa, the visa may subsequently be cancelled.
  - I understand that the Department of Home Affairs may be required to disclose nominator information, if required to meet disclosure obligations under law, statutory, or portfolio duties.

**Signature of individual nominator**



Date Day Month Year  
 27 02 26

## APPENDIX B – ADDITIONAL PROFESSIONAL REFERENCES

Date: 12 January 2026

Department of Home Affairs  
Australian Government

To Whom It May Concern,

RE: Reference for Ms Wing Sze Yam (“Sze”) – National Innovation Visa (Subclass 858)

I am pleased to provide this reference in support of **Ms Wing Sze Yam (Sze)** and her application under the National Innovation Visa (Subclass 858).

I am the Chief Executive Officer of **SOULU Pty Ltd**, an Australian cause-marketing and social enterprise organisation that designs and delivers national people-movement initiatives aligned with public health, wellbeing, and social impact. In this capacity, I am working closely with Sze in a project titled, **MelonMe**, a national melanoma prevention and sun-safety initiative operating under the SOULU umbrella.

Sze brings more than 17 years of senior experience in pharmaceuticals, precision medicine, and healthcare strategy across Asia-Pacific markets. What distinguishes her contribution is her ability to translate highly regulated, clinically grounded expertise into **practical, community-driven prevention initiatives** that align with Australia’s public health priorities.

Within the MelonMe project, Sze provides her professional expertise to support health strategy, governance, and execution. She applies her background in oncology, melanoma-related cancer portfolios, and public health communication to ensure that MelonMe’s messaging is clinically accurate, responsible, and aligned with recognised skin cancer prevention principles. Her input has strengthened the credibility and integrity of the initiative, particularly in the areas of early detection awareness and behaviour-change education.

Sze also provides strategic guidance on preventative health campaign design, drawing on her experience delivering large-scale disease awareness programs. Her contribution supports the development of sun-safe behaviours that are practical, visible, and sustainable, helping to shift engagement from one-off awareness toward long-term behavioural adoption.

From a governance and execution perspective, Sze brings disciplined oversight developed through senior roles in highly regulated pharmaceutical environments. This includes ethical marketing practices, transparency, and responsible public claims - capabilities that are critical when operating at the intersection of health advocacy, commerce, and community engagement.

In addition, Sze contributes to partnership development and ecosystem building, supporting collaboration with health organisations, schools, councils, sports clubs, and commercial partners. Her ability to balance commercial sustainability with public health integrity strengthens trust and

supports long-term impact. She also provides guidance on digital engagement and scalable outreach, ensuring that MelonMe can grow nationally while maintaining quality, compliance, and consistency.

Based on my professional experience partnering with Sze, I consider her contribution to MelonMe to be **substantive, credible, and aligned with Australia's national interests**, particularly in the areas of melanoma prevention, preventative health, and community education. Her involvement demonstrates how internationally recognised expertise in pharmaceuticals and precision medicine can be applied within Australia to deliver meaningful population-level outcomes.

I fully support Sze's application for permanent residence in Australia and believe she will continue to make a valuable contribution to Australia's health ecosystem, economy, and community life.

Please do not hesitate to contact me should you require any further information.

Yours sincerely,



**Anthony Harrison**  
Chief Executive Officer



**SOULU Pty Ltd**  
**ABN 61 674 924 915**

**Mobile: 0412 526 196**  
**Email: [anthony@soulu.com.au](mailto:anthony@soulu.com.au)**  
**39 Hammond Street,**  
**Bellingen NSW 2454**

[www.soulu.com.au](http://www.soulu.com.au)

Basel, August 19, 2025

**To Whom It May Concern,**

I am pleased to write this letter of recommendation for Ms. YAM Wing Sze, with whom I collaborated closely during a key cross-regional project while I was serving as Regional Disease Director, Hematology at Novartis . Our partnership took place between **2019 and 2020**, during which we worked on strategic initiatives connecting the Asia-Pacific and Middle East & Africa regions.

Sze was the **project lead** for a highly innovative initiative that was originally selected for **regional funding** by our commercial leadership team. The objective was to develop an **interactive, multi-national e-detailing aid**—an iPad-based application designed to enhance the sales team’s ability to communicate the patient journey and treatment options for **Immune Thrombocytopenia (ITP)**, with a focus on **Revolade**.

What made this tool truly unique was Sze’s creative concept: a **gamified, interactive app** that guided physicians through simulated patient scenarios, enabling them to visualise treatment choices and the role of Revolade in managing ITP. Her vision for this project not only demonstrated her strong customer and market understanding but also her ability to think innovatively and execute across markets with diverse needs.

Throughout the project, Sze worked directly with external vendors and coordinated closely with internal stakeholders, including myself, to ensure that the content was both **scientifically accurate and culturally appropriate** across different countries. She demonstrated excellent **project ownership, cross-cultural sensitivity, and content development expertise**.

It was a pleasure to collaborate with Sze. Her professionalism, strategic mindset, and dedication to excellence left a lasting impression. I would not hesitate to recommend her for any future role requiring leadership in cross-functional, cross-regional marketing initiatives.

DocuSigned by:  
*Isabelle Roze*  
15BB8655D471445...

19-Aug-2025 | 8:13:42 AM PDT

**Sincerely,**

Isabelle Roze

Customer Experience and Content Strategy

Novartis Pharmaceuticals

Email Address: isaroze@hotmail.com

Phone Number: +41 79 911 3128

To Whom It May Concern,

**RE: Letter of recommendation for Ms. YAM Wing Sze**

I am delighted to write this letter of recommendation for Ms. YAM Wing Sze, with whom I had the pleasure of working closely during her time as Product Lead in the Hematology team at Novartis Pharmaceuticals (Hong Kong) Ltd. From **July 2020 to September 2021**, Sze reported directly to me and played a critical leadership role across our hematology portfolio.

During this period, Sze effectively **oversaw all hematology products** within the team, particularly while a key marketing role was vacant. She demonstrated exceptional initiative and accountability, stepping up without hesitation to ensure continuity and strategic momentum across our portfolio.

Notably, Sze led several high-impact projects, including:

- **Driving the government reimbursement application and approval process for Revolade's new indication in Severe Aplastic Anaemia (SAA)** — a complex and high-stakes initiative that required cross-functional collaboration and deep stakeholder engagement.
- **Leading a public-facing media campaign for Jakavi**, following its successful inclusion in government funding. Sze also designed and executed a **targeted customer engagement strategy**, reinforcing brand awareness and value communication across key healthcare professionals.
- Acting as a **mentor to a junior product manager**, Ms. Norelle Wong, providing training, structured guidance on product management, and career development support — a testament to Sze's leadership and team-oriented mindset.

Throughout our working relationship, Sze consistently demonstrated strong business acumen, excellent project management, and a clear commitment to delivering both strategic and operational excellence. She is proactive, thoughtful, and highly collaborative — qualities that make her an invaluable asset to any team.

I wholeheartedly recommend Sze and am confident she will continue to excel and lead with impact in her future endeavours.



**Sincerely,**  
Danny Chan  
Head of Sales (Oncology)  
Johnson and Johnson Innovative Medicine

Email: [chandanny28@gmail.com](mailto:chandanny28@gmail.com)  
Phone: +852 90117320

**To Whom It May Concern,**

It is with great pleasure that I write this letter of recommendation for Ms. YAM Wing Sze, with whom I had the opportunity to work closely during my assignment in Hong Kong in 2019. I was seconded from Novartis Pharmaceuticals Australia to support the Novartis Hong Kong Hematology team during Sze's parental leave. Following the extension of my assignment, I had the chance to collaborate with her for a further two months upon her return.

During our time working together, Sze and I collaborated primarily on the **Revolade** brand, specifically focusing on the development and execution of the **Annual Brand Plan** and the **pre-launch strategy for the Severe Aplastic Anemia (SAA) indication**. Her strategic thinking and executional excellence were instrumental in the success of these initiatives. She took the lead on key components of the launch preparation, including **overseas speaker engagement** and **event management**, demonstrating her ability to manage complex stakeholder interactions with professionalism and precision.

Sze was also deeply involved in **product training for the sales team**, where she played a key role in **developing core messages, refining customer segmentation**, and ensuring the salesforce was equipped with the tools and knowledge necessary to succeed. Her contributions to **P&L management**, brand strategy, and cross-functional collaboration added significant value to the business.

What stood out to me most about Sze was her strong sense of ownership, her ability to adapt in a demanding environment, and her collaborative spirit. Despite having just returned from parental leave, she re-engaged with the business swiftly and made an immediate impact.

I hold Sze in the highest regard and have no doubt she will bring the same level of energy, insight, and professionalism to any future endeavour. Please feel free to contact me should you require further information.

**Sincerely,**



Paul White  
National Sales Manager  
Ferring Pharmaceuticals Australia  
Email Address: paul7752white@gmail.com  
Phone Number +61 400839641

**To Whom It May Concern,**

I am pleased to provide this letter of recommendation for Ms. YAM Wing Sze, who reported directly to me during her virtual marketing assignment supporting the Novartis Singapore team from February to April 2020. Despite the constraints of the COVID-19 pandemic, which limited our collaboration to a virtual environment, Sze consistently demonstrated exceptional professionalism, strategic insight, and adaptability throughout the assignment.

Sze was brought on to support the **pre-launch of the new Severe Aplastic Anaemia (SAA) indication for Revolade** in Singapore. Drawing from her experience with the Revolade launch in Hong Kong, she played a pivotal role in **sharing key market insights and launch learnings** with the Singapore team. Her contributions were instrumental in preparing the market for the new indication and ensuring a smooth and informed launch process.

Her responsibilities included supporting the Singapore team in **customer mapping, market segmentation, key message development**, and **product training for the local sales team**. Sze also managed ongoing communication with a local agency, ensuring the timely and effective execution of marketing projects.

Throughout the assignment, Sze demonstrated a strong ability to work cross-functionally and cross-culturally, adapting swiftly to the needs of a different market while maintaining a high level of strategic clarity and executional detail. Her virtual collaboration skills, especially under the challenges of remote working, were outstanding.

Sze's deep therapeutic knowledge, combined with her structured and customer-centric approach, made her a highly valued asset during this critical pre-launch period. I am confident that she will continue to thrive in any future role she undertakes, and I recommend her without hesitation.

**Yours Sincerely,**

*ChiewPing*

Chiew Ping Cheang  
Ex-Regional TA Marketing Head  
Boehringer Ingelheim (Singapore)  
Email Address: cheangchiewping@gmail.com  
Phone Number: +65 97610253

**To Whom It May Concern,**

I am pleased to provide this letter of recommendation for Ms. Wing Sze YAM, with whom I worked closely during my time as Group Product Manager at Roche Hong Kong from **November 2015 to October 2016** (until she left company). Sze was then serving as **Associate Product Manager** in the Breast Cancer team, and she reported directly to me.

Sze was the **product lead for Herceptin IV**, at that time the top-selling pharmaceutical product in Hong Kong. Under my guidance, she not only managed this high-value brand but also prepared the launch of its **new subcutaneous (SC) formulation** as part of our **strategic approach to improve patient experience and contribute to better hospital efficiency**. This required both strategic foresight and flawless execution to maintain market leadership in a highly competitive therapeutic area.

Her role extended well beyond single-brand management. She led **cross-functional collaborations** involving other product managers, the market access team, and medical affairs to support:

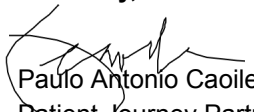
- The **launch of Herceptin's new formulation (SC)** and transition from IV to SC to strengthen our market position.
- The **launch of a new indication in gastric cancer**, including achieving **fast-track government reimbursement**.
- The **introduction of combination therapy** with other Roche products for breast cancer, requiring complex coordination across portfolios.

One of Sze's most significant achievements during this time was delivering both the **successful launch and rapid reimbursement** of Herceptin for gastric cancer, alongside the **seamless formulation switch** from IV to SC. These results allowed the team to extend market exclusivity and secure critical revenue streams in Hong Kong and Macau.

Sze demonstrated outstanding strategic thinking, strong project leadership, and an ability to manage multiple high-impact initiatives under tight timelines. Her business acumen, collaborative approach, and dedication to delivering results made her a highly valuable member of the team.

I have no hesitation in recommending Sze for future roles, confident she will excel and deliver exceptional value wherever she contributes.

**Sincerely,**



Paulo Antonio Caoile

Patient Journey Partner

Roche Singapore Pte Ltd

Email Address: Paulo\_antonio.caoile@roche.com

Phone Number: +65 8650 2947