



Pham Thi Hoa Tien

Sr. Coach & Facilitator

SUMMARY

- ✚ More **fourteen (14) years of work experience** in Commercial Operation with excellent experience in Marketing and Business Unit Management in Vietnam Pharma Industry
- ✚ **Strong pharma marketing background** with MBA degree in Strategic Management and master in Strategic management, Marketing Strategy, Budget Management, Project Management.

PROFESSIONAL EXPERIENCE

- ✚ MEDICAL SALES REPRESENTATIVE AND KEY ACCOUNT EXECUTIVE
from Nov- 2002 to Jul 2008) in Pierre Fabre, Servier Laboratoire and Roche Diagnostic- Vietnam.
- ✚ PRODUCT MANAGER AND BUSINESS DEVELOPMENT
MANAGER- Ipsen Pharma Vietnam (from Aug-2008 to Aug - 2015): *Responsible for both of Sales and Marketing Management*
- ✚ BUSINESS UNIT MANAGER- Specialty Care Unit
Ipsen Pharma -**Vietnam** (from Aug 2015- Apr-2020)
- ✚ **BUSINESS UNIT HEAD- active as Country Lead- Ipsen Pharma Asean Cluster - Specialty Care – APAC**

TRAINING EXPERIENCE

- Experience as the trainer/facilitator in the internal training/ workshop sharing of Ipsen Pharma and relevant partners
- High appreciated in terms of presentation skill, easy to understand, friendly, enthusiastic, dynamics, and energetic to facilitate training

EDUCATION

- ✚ **University of Medicine and Pharmacy - Hochiminh City (1997- 2002)** in Faculty of Pharmacy.
- ✚ **International Executive Master of Business Administration (eMBA) – Hochiminh city: (2015-2017)** cooperative program between Vietnam National University – Ho Chi Minh City (VNU) and Paris Graduate School of Management (PGSM)