

EUGENE YOO

Senior Director

Vision Care, Johnson & Johnson

Singapore & Southeast Asia



Professional Background

Eugene currently leads the Vision Care business for Singapore & Southeast Asia. His work includes building strategic partnerships with key stakeholders, advancing innovative healthcare solutions and delivering the Johnson & Johnson value proposition. Prior to this, Eugene was the Business Unit Director of Oncology, J&J Pharmaceuticals Taiwan, where he focuses on market access of innovative drugs and patient solutions. He was previously the Country Director of J&J Singapore where he focuses on government partnerships and synergies of the J&J enterprise portfolio. Eugene was also the Chairman of the Medical Technology Industry Group (MTIG) in 2018 and drives partnerships with government agencies to chart the future growth of Small and Medium-Sized Enterprises (SMEs).

Eugene spent 18 years at Johnson & Johnson Singapore, starting from a product specialist in the Medical Device Division. He has since held several leadership positions, including the Franchise Director for Orthopaedics and leading the integration of 2 companies. Eugene also spent a couple of years at GlaxoSmithKline as a Business Unit Manager, gaining much experience in Pharmaceuticals and Consumer Healthcare. Through the years, Eugene has acquired sales and marketing experience including mergers, acquisitions and divestitures.

Eugene graduated with a Master of Business Administration (MBA) and a Bachelor of Engineering from National University of Singapore.

Eugene Yoo Ho Kwang

Experience	Senior Director, Vision Care Medical Device, Johnson & Johnson	Feb '21 – Present S'pore/Southeast Asia
	Business Unit Director, Oncology & Infectious Disease Janssen Pharmaceuticals, Johnson & Johnson	Aug '18 – Jan '21 Taiwan
	Country Director, Medical Device & Pharmaceuticals Johnson & Johnson	Jul '16 – Jul '18 Singapore
	Senior Cluster Leader, Medical Device & Pharmaceuticals Johnson & Johnson	Jul '14 – Jun '16 Singapore
	Franchise Director, DepuySynthes Medical Device, Johnson & Johnson	Jun '12 – Jun '14 Singapore/Myanmar
	Franchise Manager, DepuySynthes Medical Device, Johnson & Johnson	Jan '11 – May '12 Singapore/Myanmar
	Business Manager, Pharmaceuticals & Consumer Health GlaxoSmithKline Pte Ltd	Jun '09 – Dec '10 Singapore
	Sales Manager, Depuy Orthopaedics Medical Device, Johnson & Johnson	Jul '08 – Jun'09 Singapore
	Account Manager, Depuy Orthopaedics Medical Device, Johnson & Johnson Medical	Jan '07 – Jul'08 Singapore
	Account Manager, LifeScan Medical Device, Johnson & Johnson	Jun '06 – Jan '07 Singapore
	Senior Product Specialist, LifeScan Medical Device, Johnson & Johnson	Jul '04 – May '06 Singapore
	Product Specialist, LifeScan Medical Device, Johnson & Johnson	Jun '02 – Jun '04 Singapore
	Insurance Agent (Part-time while pursuing degree) Prudential Assurance Pte Ltd	May '00 – Jun Singapore

Achievements

- Shaped healthcare funding models with first Value-based Healthcare workshop attended by 90 participants from Ministry of Health and C-Suites
- Re-engineered Singapore Population Health agenda by introducing Human Performance Institute Course for 400 senior Hospital leaders
- Elected Chairman of Medical Technology Industry Group and shaped Med Tech Master Roadmap with key government bodies
- Accelerated patient access via Patient Mobile App System & Key Account Management
- Co-developed innovative healthcare solutions with Ministry of Health (MOH) on Care4Today and Velcade@HOME
- Awarded Singhealth GPO Academic Award by partnering in education
- Shaped the Singapore Orthopaedic Medical Education by integrating J&J Enterprise training for residents
- Led and influenced H.S.A. to reduce medical registration timeline to < 12months

Awards

- Hospital Group of the Year Southeast Asia 2017
- National Healthcare Group Collaboration Award 2017
- Chairman, Medical Technology Industry Group, Singapore Manufacturing Federation
- James E. Burke Marketing Award 2017: Triple Aim Healthcare
- James E. Burke Marketing Award 2017: Patient Access Mobile App
- Singhealth GPO Academic Leaders Award 2015
- James E. Burke Marketing Award 2014: Your Partner in Education
- GSK Asia Pacific Dermatology Marketing Award 2010
- J&J's Standards of Leadership Award – *Customer & Market Focus & Managing Complexity*
- Hall of Fame: Best Salesperson of the Year 2007
- Asia Pacific Business Turnaround Award, 2005
- Sales Rookie of the Year, 2003

Education	Master of Business Administration National University of Singapore	2007 to 2009
	Graduate Diploma in Marketing Marketing Institute of Singapore	2006 to 2007
	Bachelor of Engineering (2nd Upp Honours) National University of Singapore	1998 – 2002
	GCE 'A' Levels (4 Distinctions) National Junior College	1994 – 1995
	GCE 'O' Levels (6 Distinctions) Anderson Secondary School	1990 – 1993