

Hathaway Zhang

Tel. 18986134206 | Email. hathawayzhang@gmail.com
WeChat. hathaaaway | linkedin.com/in/hathawayzhang
Marital Status: Married with children



PROFESSIONAL SUMMARY

Commercial digital transformation professional with 5+ years across pharma and medtech, translating commercial requirements into scalable system, data, and automation solutions for channel transformation and sales productivity. Experience spans commercial process design, BI and data governance, workflow automation, and SFE, with measurable impact including US\$500K in overpayment prevention and a 5% increase in quota attainment.

CORE COMPETENCIES

Digital Architecture & Roadmaps · Channel Transformation · Sales Productivity & SFE · Data & BI Architecture · Workflow Automation · Commercial Operating Models · Cross-functional Advisory

PROFESSIONAL EXPERIENCE

Beaufour IPSEN China 2025.07 - Present

Commercial Strategy & Operations Manager in GC Commerical

Digital Architecture & Automation

- Designed a Python-based rebate validation engine for 300+ retail terminals, codifying agreement and policy rules into automated cross-checks; identified four logic inconsistencies and two critical calculation errors, preventing US\$500K in overpayments within one quarter.
- Translated distributor agreement requirements into a reusable automation suite covering annual and phased agreements across products, two-/three-party structures, rebate, pricing, and territory rules; introduced web-based generation and version-controlled, compliant workflows.
- Automated the monthly tier-2/tier-3 rebate pass-through process from email intake through line-item splitting and distribution, eliminating manual reconciliation and improving settlement visibility.

Channel Transformation & Sales Productivity

- Established a CSO performance governance model with automated dashboards covering 20+ KPIs across three partners and monthly diagnostic workflows; surfaced account-loss risks and call-effectiveness gaps, supported compliant 2026 volume proposals, and extended SFE practices to partner operations.
- Led commercial policy and rebate design for Smecta and multiple launches through value-chain and margin modeling across hospital, retail, trade, and e-commerce channels; also coordinated Meteospasmyl local repackaging with China Medical System, completing delivery in four months and advancing the MTO'10 caps launch by seven months.

Thermo Fisher Scientific 2025.02 - 2025.07

Sr. Sales Effectiveness Analyst in Life Sciences Solutions Group

- Built a reusable SFE framework integrating performance diagnostics, pacing analysis, and predictive forecasting; institutionalized weekly forecast reviews and deployed Power BI dashboards covering performance, funnel opportunities, and cross-account benchmarks.
- Redesigned incentive architecture through SIP and payout analysis and launched quarterly SPIFF programs based on performance gaps, increasing Q2 quota attainment by 5%; coordinated key-account tracking to strengthen sales collaboration.

Mölnlycke Health Care 2021.08 - 2025.01

PMO in APAC Commercial Excellence (2024.10 - 2025.01)

Business Analyst in GC Commercial Excellence (2021.08 - 2024.09)

- Established a commercial intelligence architecture integrating internal sales and external market data across CRM performance, pricing and portfolio, dealer margins, and KOL engagement; automated role-based business review outputs and achieved 100% reporting accuracy.
- Led a cross-functional pricing architecture redesign with Commercial, Finance, and Marketing; standardized the order-to-end-user price data flow and implemented Power BI exception monitoring for dealer-price control and approval, while using monthly funnel diagnostics to guide incentive, inventory, and productivity actions.

EDUCATION

University of Colorado at Boulder [QS Top100](#) 2018.05 - 2019.04

M.S. in Business Analytics, Top 5% Boulder, Colorado, United States

University of Colorado at Boulder [QS Top100](#) 2014.07 - 2018.04

B.A. in Computer Science Boulder, Colorado, United States

SKILLS

- Data & Architecture:** Python, SQL, PySpark, DAX, Power Query
- BI & Commercial Platforms:** Power BI, Tableau, Salesforce, Veeva CRM
- Automation & Agentic AI:** Power Automate, VBA, RPA, AI agent workflow prototyping, LLM orchestration, RAG, LangChain, OpenAI/Claude APIs, AI-assisted process optimization

张心怡

手机. 18986134206 | 邮箱. hathawayzhang@gmail.com
微信. hathaaaway | 领英. linkedin.com/in/hathawayzhang
婚姻状况: 已婚已育



职业概述

拥有5年以上医药与医疗器械行业商业数字化转型经验, 擅长将商业需求转化为可扩展的系统、数据与自动化解决方案, 支持渠道变革与销售生产力提升。经验覆盖商业流程设计、BI与数据治理、工作流自动化及销售效能管理; 代表成果包括单季度避免50万美元返利超付, 以及通过激励机制优化推动季度配额达成率提升5%。

核心能力

数字解决方案设计与路线 · 渠道变革 · 销售生产力与SFE · 数据与BI架构 · 工作流自动化 · 商业运营模型 · 跨职能协同与业务咨询

工作经历

博福-益普生(天津)制药有限公司

2025.07 - 至今

商务策略与运营经理, 大中华区商业部门

数字架构与自动化

- 针对零售渠道返利规则复杂、人工审核效率低的问题, 将分散在商业协议和政策文件中的计算规则结构化, 开发基于Python的自动校验引擎, 覆盖300+零售终端; 项目识别出4处逻辑不一致和2处重大计算错误, 单季度避免50万美元超付。
- 搭建经销商协议与返利结算自动化解决方案: 针对不同产品、签约主体、价格、返利和区域组合, 开发一站式协议生成平台, 实现模板标准化、版本管理与合规控制; 同时打通二、三级商业返利转付流程, 从邮件接收、明细拆分到定向分发实现自动化, 减少人工对账并提升结算透明度。
- 围绕3家CSO合作伙伴建立从绩效监测到月度诊断的管理机制, 以20+项KPI持续追踪销售表现、客户覆盖和拜访质量, 及时识别医院客户流失及拜访有效性风险, 为2026年度合同量测算与合作方案提供依据, 并将目标设定、绩效诊断和激励对齐等SFE方法延伸至外部合作伙伴管理。

渠道变革与销售生产力

- 负责思密达及多个新品的商业政策与返利方案设计, 系统梳理医院、零售、流通和电商渠道的价值链及利益分配, 通过价格和利润模拟评估不同方案, 在控制公司投入的同时兼顾经销商盈利空间和方案的长期可执行性。
- 统筹乐健素进口转本地分包装项目, 协调内部团队与康哲药业推进包装方案、供应安排及上市准备, 在4个月内完成本地分包装, 并将10粒装上市时间提前7个月, 降低患者首次购买门槛, 为院外及线上渠道拓展提供更合适的产品规格。

赛默飞世尔科技(中国)有限公司

2025.02 - 2025.07

高级销售效能分析师, 生命科学解决方案集团

- 围绕销售团队的业绩管理和预测需求, 整合目标达成、销售进度、商机漏斗及重点客户数据, 搭建可复用的SFE分析框架和Power BI动态看板; 建立周度预测回顾机制, 帮助管理团队及时识别业绩差距、评估商机质量并调整销售节奏。
- 系统分析SIP设计、奖金发放结果及销售人员达成表现, 识别激励机制与业务重点之间的差距, 并据此设计季度SPIFF加速项目, 推动第二季度配额达成率提升5%; 同步完善重点客户追踪机制, 提升客户推进透明度和销售团队协同效率。

墨尼克医疗用品(上海)有限公司

2021.08 - 2025.01

项目管理官, 亚太区商业卓越部门 (2024.10 - 2025.01)

商业分析师, 大中华区商业卓越部门 (2021.08 - 2024.09)

- 将CRM绩效、价格与产品组合、经销商利润及KOL互动等分散数据整合至统一的商业分析体系, 搭建面向不同管理角色的BI看板和自动化业务回顾模板, 将重复的数据整理转化为标准化报告流程, 实现报表准确率100%; 同时通过月度销售漏斗分析, 持续评估激励有效性、库存表现和市场变化, 为销售策略调整提供依据。
- 牵头商业、财务与市场团队优化公司定价体系, 重新梳理产品价值阶梯及从订单价格到终端价格的完整链路, 统一关键价格口径、数据流和审批规则; 通过Power BI动态监控经销商价格异常, 为价格审批、渠道利润管理和市场价格秩序提供决策支持。

教育经历

科罗拉多大学博尔德分校 海外QS前100

2018.05 - 2019.04

商业分析, 硕士, 专业前5%

美国, 科罗拉多州, 博尔德市

科罗拉多大学博尔德分校 海外QS前100

2014.07 - 2018.04

计算机科学, 学士

美国, 科罗拉多州, 博尔德市

专业技能

- 编程语言及架构:** Python, SQL, PySpark, DAX, Power Query
- BI与商业平台:** Power BI, Tableau, Salesforce, Veeva CRM
- 流程自动化与人工智能模型:** Power Automate, VBA, RPA, AI agent workflow prototyping, LLM orchestration, RAG, LangChain, OpenAI/Claude APIs, AI-assisted process optimization