

# Empowering Future Pharmacists: CEO Insights

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On June 19, 2024, the Faculty of Pharmacy at UiTM Puncak Alam was abuzz with excitement as it hosted the much-anticipated "CEO Insights" programme in collaboration with Pfizer Malaysia Sdn. Bhd. The event, held at DK500, aimed to provide undergraduate pharmacy students with a unique opportunity to engage with leaders in the pharmaceutical industry.



CEO Insights, organised by the Society of Pharmacy Students (SOPHYS) and the Sekretariat Mahasiswa Fakulti Farmasi (SMF), promised to be an inspiring and educational experience. The primary goal of the CEO Insights programme was to empower future pharmacists by offering them unparalleled access to industry leaders, engaging discussions, and practical guidance. The event sought to elevate students' motivation, provide insights into the pharmacy profession, and encourage the development of strategic study skills. By exposing students to the real-life experiences of successful professionals, the initiative aimed to inspire them to achieve their own success.



Keynote speakers for the event included Mr. Ravi Bala Subramaniam, Director of People Experience for Malaysia, Indonesia, Singapore, Vietnam, Brunei, and Pakistan, and Mrs. Yvonne Chew, Director of Customer Facing and Commercial for Malaysia and Brunei. Both speakers shared their personal journeys, life values, and leadership experiences, offering invaluable perspectives to the attendees. Mr. Ravi Bala Subramaniam captivated the audience with his insights into the pharmaceutical

industry's evolving landscape and the importance of resilience and adaptability. His emphasis on the significance of people's experience in fostering a positive work environment resonated with many aspiring pharmacists in attendance. Meanwhile, Mrs. Yvonne Chew shared her expertise in customer engagement and commercial strategies, highlighting the critical role of effective communication and strategic thinking in achieving success in the pharmaceutical field.

The event saw an impressive turnout, with 141 participants, including both students and lecturers. This significant attendance underscored the importance of such initiatives in bridging the gap between academic knowledge and real-world applications. TV Sarawak's coverage of the event further amplified its reach, encouraging more young, aspiring Sarawak to consider applying to further their studies in the Faculty of Pharmacy, UiTM.





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