



Bio

Name
Michaela Dinboeck
Nationality
Austrian
Company
Novartis Corporation
Malaysia
Position
**President and
Managing Director**

Industry Catalyst

Helping to shape and innovate an industry

Heading Novartis Malaysia as President and Managing Director, Michaela Dinboeck is deeply invested in developing the pharmaceutical industry in Malaysia. Here, she shares some of her collaborative work in nurturing Malaysian talent.

What are the collaborations that you have spearheaded for Novartis in Malaysia, in terms of advancing healthcare and talent development?

In healthcare, we collaborate with the Ministry of Health for patients to get access to specialty medication especially for cancer as well as other health issues such as diabetes. We also run clinical trials in Malaysia and do patient screenings together with hospitals to identify patients needing treatment. In developing talent, we have a new programme called B.SMart (Best Sales & Marketing Apprenticeship Training) – a collaboration between Novartis Malaysia, the Ministry of Higher Education and the Malaysian Biotechnology Corporation (BioTechCorp). We provide industry insights and training to graduates, focusing on the pharmaceutical industry including on code of conduct, ethics, sales and marketing excellence, quality training and patient access. Post-training, these graduates may apply for jobs with Novartis as well as other

companies working with BioTechCorp. We also participate in the Provisional Registered Pharmacist Programme, where pharmacist graduates can work in the industry instead of a placement with the Ministry of Health, on the pathway to obtaining their pharmacists licence, providing them with one-on-one training opportunities.

You're involved in the Ministry of Higher Education's CEO Faculty Programme and the Industry Centre of Excellence (ICOE) for Healthcare. What motivates you to do lectures to Malaysian university students?

I have a passion for teaching and really enjoy doing it. And it is really about educating about the industry, where there is a lot of myth about what we do. I find it important that we educate about the reality while at the same time allowing students to ascertain if they want a career in the pharmaceutical industry based on an informed decision. It is a really interactive programme where they can ask any questions to me and my management team from different departments during the lectures at Universiti Kebangsaan Malaysia (UKM), Bangi. At the same time it is good access to talent for us.

With more than two thousand employees in Malaysia, how does Novartis invest in nurturing Malaysian talent?

We have internal trainings and cross-divisional rotations for Novartis employees for skills in their departments, and also across departments, providing a broader experience. We are also building a global service centre for Novartis in Kuala Lumpur, one of five global centres around the world, creating great opportunity for Novartis employees to move into global roles. On the Alcon contact lens manufacturing side, which serves the global market, we are embarking on a dual-education programme where students have the opportunity to gain hands-on practical training at the factory, while the university provides the theoretical education.

How do you find it living and working in Malaysia as an expatriate and corporate leader?

What I find exciting is the incredible variety and diversity in culture and food! I like the warm climate as well. It is also easy to adjust to living in Malaysia because almost everyone speaks English, making it easy for me to communicate with all employees in the company, instead of just at management level. And Kuala Lumpur with its huge international community allows for exchange with other global leaders from different backgrounds, so it is intellectually exciting. This is also good experience for my kids, being exposed to vastly varied cultures, along with the international exposure.

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