

## Trace & Trace Seminar 2019 – Speakers' Biodata



**Mr Senthil Rajaratnam**  
Affiliate Relations Manager,  
Global Serialization  
Program,  
Eli Lilly and Company

Senthil Rajaratnam has been with Eli Lilly and Company for 16 years. In his current role as the Affiliate Relations Manager for Lilly's Global Serialization Program, Senthil leads the serialization strategy and implementation efforts to satisfy the traceability requirements set by legislations in different countries by coordinating with the Lilly's affiliate offices in those markets and various packaging sites. Recently, Senthil has also taken up the responsibilities to manage the UDI Program for the Medical Devices Regulations.

Prior to this role, Senthil had spent many years in the distribution, warehousing and logistics space primarily focusing on improving efficiency in warehouse operations through process reengineering and automation. Senthil is also the subject matter expert on the GS1 standards and is part of various industry workgroups that work towards a common goal of providing advocacy for influencing the adoption of global standards and harmonizing requirements and help governments achieve their goals leveraging serialization.



**Marcel DE GRUTTER**  
Liaison Regulatory &  
Government Affairs And  
Project Manager  
Serialization at Abbott  
(INDIA & INDONESIA)

With over 30 years' experience in pharmaceuticals, Marcel has held various positions and roles, was actively involved in reorganizations, integration, and separation after takeovers and business splits.

World-renowned expert in the Pharma world, especially in Track and Trace / Serialization. As a world-renowned and respected expert in MOMS, Operations, IT and Serialization Track & Trace, Marcel is able to translate regulatory and business requirements to practical, cost-effective, innovative automation, and IT solutions.

Marcel is currently the Liaison Regulatory & Government Affairs And Project Manager Serialization at Abbott (INDIA & INDONESIA) Founding member and Executive Director of OPEN-SCS (OPEN Serialization Communication Standard) a Working Group of the non-profit OPC-Foundation in addition to being active in various industry groups, and a Board Member and speaker at many congresses

He is dedicated and persistent in achieving his goals that are aimed at doing good and helping others. He knows how to convert his vision into strategy and from strategy to implementation. He is reliable and integer, bridge builder between ideas and people with a worldwide network of experts and friends. [www.linkedin.com/in/marceldegrutter/](http://www.linkedin.com/in/marceldegrutter/)



**Leandro Oliveira**  
Johnson & Johnson

Leandro Oliveira has spent most of his career in the supply chain area and the last 5 years specifically on pharmaceuticals serialization and traceability programs. He works at Johnson & Johnson since 2009, and currently responsible for Product Identification and Traceability, Unique Device Identification and couple of other strategic enterprise J&J programs in Asia Pacific region.

He also worked previously in different IT and Engineering functions at Energy, Oil and Gas industries, managing projects in Europe and Middle East. He has B.S. degree in System Analysis, MBA in Project Management by FGV Brazil and UCI United States, also holds PMP and APICS CSCP certifications.



**Mohd Azuwan Mohd Zubir**  
**Senior Principal Assistant**  
**Director,**  
**Pharmacy Policy & Strategic**  
**Planning Division,**  
**Pharmaceutical Services**  
**Programme (PSP), MoH**

**Education**

Bachelor of Pharmacy, International Islamic University Malaysia (IIUM), 2006  
Master of Pharmacy Practice, Universiti Teknologi MARA (UiTM), 2015

**Experience**

- 2006 – 2007 : Provisional Registered Pharmacist (PRP), Sarawak General Hospital, Kuching, Sarawak
- 2007 – 2008 : Assistant Director, Pharmacy Practice & Development, Sarawak State Health Department
- 2008 – 2017 : Pharmacy Practice & Development Division, Ministry of Health Malaysia (last position: Principal Senior Assistant Director)
- 2017 – present : Senior Principal Assistant Director, Pharmacy Policy & Strategic Planning Division, Ministry of Health Malaysia