

EUGENE YOO

General Manager, ANZ, IN & S. Asia, KR, SEA, TW

Johnson & Johnson Med Tech, Surgical Vision



Professional Background

Eugene is currently the General Manager of a cluster of markets (ANZ, IN & S. Asia, KR, SEA, TW) in Asia Pacific. His work includes accelerating innovative product launches, exploring new go-to-market models and building a strong talent pipeline.

Prior to this, Eugene was the General Manager of SEA (Vision Care) and APAC Commercial Excellence Lead, where he spearheaded a total business transformation, drive excellence in execution and accelerated talent development. He was previously the Business Unit Director of Oncology, J&J Pharmaceuticals Taiwan, where he focused on market access of innovative drugs and patient solutions. He had also been the Country Director of J&J Singapore (MedTech & Pharm) where he drove government partnerships, advancing innovative healthcare solutions and unleashing synergies of the J&J enterprise portfolio.

Eugene had led key projects which include shaping funding models via the Value-based Healthcare workshops with Ministry of Health and supporting the population health imperative via the Human Performance Institute (HPI) Course for 400 senior hospital leaders. Eugene was previously the Chairman of the Medical Technology Industry Group (MTIG) and had collaborated with A-STAR to shape the Med Tech Master Roadmap. He currently sits on the Executive Committee of Singapore Manufacturing Federation (SMF), a business federation of 5,000 member companies. His work includes building the next generation of leaders in manufacturing and driving partnerships with government agencies to support the growth of Small and Medium-Sized Enterprises (SMEs).

Eugene spent 20 years at Johnson & Johnson, starting from a product specialist in the Medical Device Division in Singapore. He has since held several leadership positions, including the Franchise Director for Orthopaedics and leading the integration of DepuySynthes. 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.