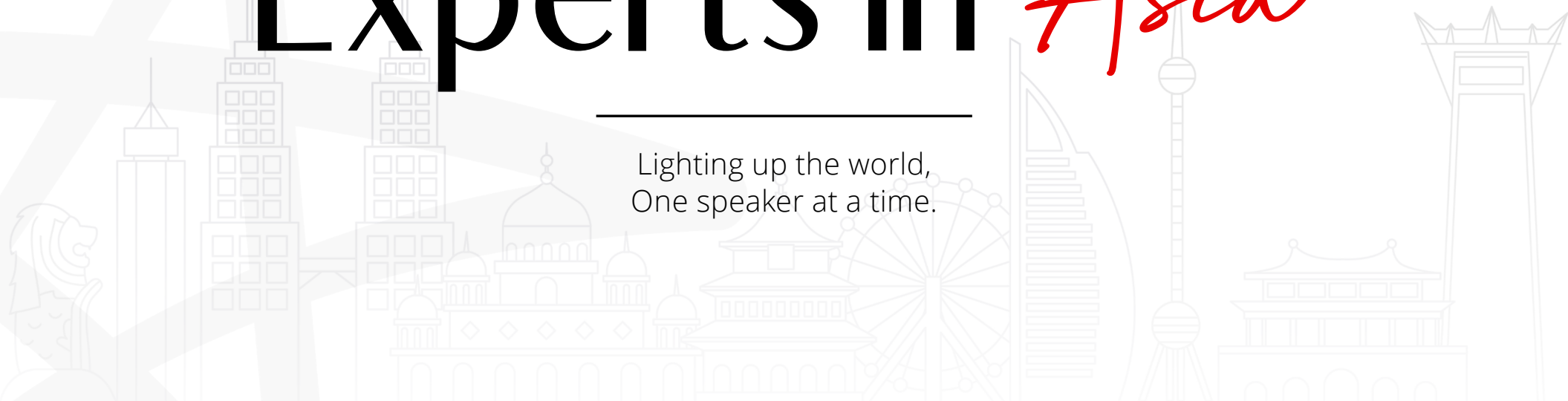




Experts in *Asia*

Lighting up the world,
One speaker at a time.





From Scientist to Entrepreneur

Your blueprint to market dominance in 3 steps

The life sciences industry is one of the most demanding business environments in the world. It is highly regulated, technically complex, and brutally competitive. In this space, expertise alone is not enough. Credentials do not automatically create authority, and technical excellence does not guarantee commercial success. With over 20 years of experience in medical device manufacturing and consulting, I've helped my customers align regulatory obligations with commercial success. In my speech, I will share the exact blueprint I used to grow a biotech business, differentiate from competitors, attract loyal customers, and become the trusted authority in a life sciences niche.

Nealda Yusof, Ph.D., LLB

Life Science Speaker
Authority Design Strategist

POSITIONING MOVE 1

Define the WHY – Stop Selling Credentials, Start Selling Relevance

Customers do not buy qualifications. They buy relief, certainty, and outcomes.

Learn how to define a compelling **WHY** behind your products or services so customers immediately understand why your work matters to them.

POSITIONING MOVE 2

Embody the IDENTITY – Narrow Your Offering with Unmistakable Precision

A business with a clear identity becomes trusted than one that tries to serve everyone.

Be captivated by live demonstrations of AI-powered tools that help you unlock your influence, while freeing you to execute strategies that directly address your customers' needs.

POSITIONING MOVE 3

Specialise Philosophically – Stop Competing, Stand for Something Bigger

Customers do not just buy what you do. They buy what you stand for.

Discover how true authority is built when your business aligns with a higher purpose that reflects your customers' convictions and goals. Become a strategic partner and category leader.





**Creator of The
3 Rules of
Premium
Positioning
&
The Value
Consequence
Ladder**

What makes Nealda and her speech unique?

Real Experience, Not Theory – This is not a textbook talk on branding or strategy. Nealda delivers a real founder's story about rejection, survival, reinvention, and market dominance in one of the hardest industries in the world.

Relatable & Actionable – Nealda addresses relatable commercialisation problems in the life sciences. She turns scientific thinking into clear business frameworks that audiences can apply immediately.

Customer Impact Focus – Being customer-oriented is a key driver of business growth in the life sciences. Nealda's framework shows how to be strategically valuable without diluting expertise.

About the speaker

- **From Scientist to CEO** – Dr. Nealda Yusof built a life science business from a small "bedroom-sized" laboratory to a successful multimillion-dollar exit acquisition.
- **20+ Years in Medical Devices** – She is a business strategist, entrepreneur, and speaker with more than two decades of experience in the medical devices, business development, and regulatory leadership.
- **Recognised Voice** – With qualifications in science and law, she brings a rare blend of scientific, regulatory, operational, and commercial insight. She has moved her clients towards regulatory approval and operational excellence.

Positive outcomes from Nealda's speech

Thinking (mindset shifts):

From expert to authority: They will learn that being technically good is not enough, and must position themselves around a promise, an identity, and a philosophy that customers trust.

Feeling (emotional impact):

Clear and confident: They will leave feeling reassured that they do not need to be the biggest, or most famous to win. They need to become meaningful in the customer's mind.

Actions (what they will do):

Reposition business for growth: They will have a practical framework to clarify their business positioning and build authority that reduces price resistance and increases trust.

Experts in *Asia*

Clients Worked With



Edwards



Media features



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Nealda is an exceptionally knowledgeable professional who sees well beyond immediate requirements and is intuitively responsive to the larger issues. She is very pleasant and team-minded, and I look very much forward to working with her again in the near future. I recommend her without reservation, and wish that I could have checked ALL of the attributes above as Top Attributes.

SHEP BENTLEY

Principal Consultant
Bentley Biomedical Consulting LLC

Dr. Nealda is an intelligent person, skillful in negotiation and possesses trustworthy outlook.

SANI IBRAHIM

Managing Director
SaniChem Resources Sdn Bhd

Dr. Nealda is really intelligent. She has an amicable personality and is most knowledgeable and willing to share her expertise. A great person to work with. Her professionalism, foresight, resourcefulness and leadership qualities will be assets to both herself and any organisation.

KT FOO

VP Operations
Medipurpose

Dr. Nealda is a very result-oriented person who listens to customers actively and brings out the best options for us. She has very sharp analytical skills and is very dedicated to her job, but what impressed me the most, is her genuine customer-orientation: We consulted and relied on her excellent judgment in regulatory matters, sterility validation and sterilization. Her analytical nature coupled with her wit created a very engaging and professional work atmosphere. On top of that, she has a good sense of humor and a very pleasant personality! Dr Nealda will definitely be an asset to any organization.

JUDY SAMSON

QA & Regulatory Affairs Manager
Medipurpose

Contact
nealda.yusof@gmail.com
to engage Dr. Nealda Yusof

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