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Singapore: China basedÃ?Â 3SBio has appointed Kevin Xiao Weihong as its new chief operating officer.

"We are pleased to welcome Kevin to 3SBio where he will play a key role in providing leadership for the 3SBio Group's 1,800 sales and marketing professionals as we have extended our successful nephrology and oncology commercial platform to include rheumatology and dermatology, and broad market availability to meet China's demand for safe, effective and affordable medicines," Dr. Jing Lou, chairman and CEO, 3SBio.

"I'm very excited to be joining a world class team and contributing to the next stage of 3SBio's development," commented Mr. Xiao.

Mr Xiao served as chief executive officer of Hisun Pfizer Pharmaceutical from 2012 to 2015 where he oversaw the strategy and operations of the Hisun and Pfizer joint venture. From 2007 to 2012, Mr. Xiao served as a general manager of Commercial and Diversified Business BU of Pfizer China. Prior to this role Mr. Xiao worked in Pfizer China's human resources department from 1999 to 2007 and served as HR Director of Pfizer China from 2004 to 2007. Mr. Xiao graduated from the University of International Business & Economics with a Bachelor of Economics degree in 1991. He is currently the vice president of the Chinese Pharmaceutical Enterprises Association.