

Marketing & Business Development

Sergio Malagrida - Galenicum Vitae



Galenicum Health - March 9th 2022

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MARKETING AREA

What do you think will your work be in 20 years?

What would you like your work to be in 20 years?

Who wants to be the General Manager of a Pharmaceutical company?

Marketing industry



Brain Storming:

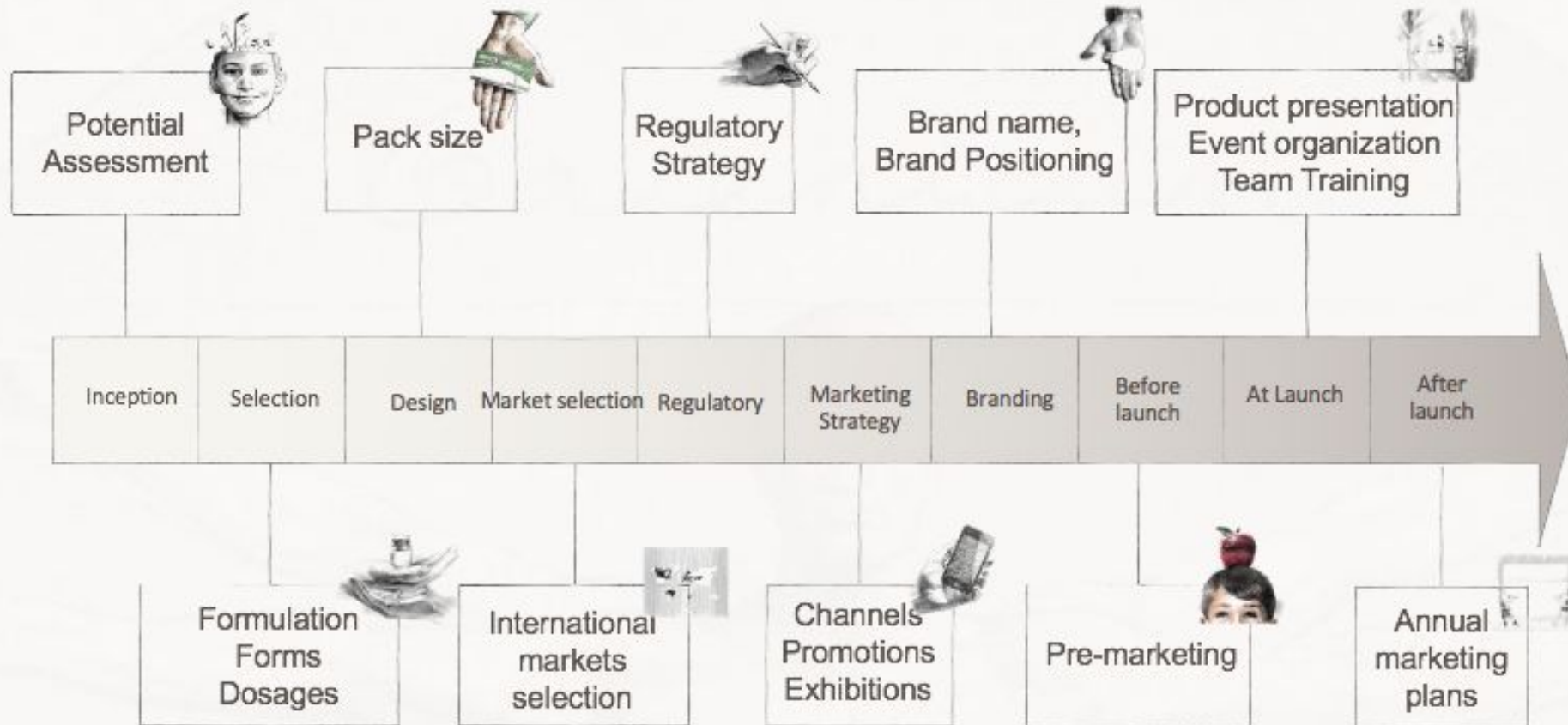
Which processes take place from the inception of a product/service till its consumption?

- A. Idea to Design
- B. Design to Launch
- C. Launch to Death



Despite the difficulties of evaluating a product potential, the more accurate you are the more able you are to maximize ROI.

Marketing department involvement in each stage



The 6 P's of the Marketing Mix



The 6P's of marketing sum up the dimensional breadth of a complete marketing program

Place



Marketing plan should include the **places** where the product will be available and through which channels

What are the dominant channels of distribution?

Who are the intermediaries?

What is our contribution within the value chain?

How does the product get from the manufacturer to the end user?

In practice...

- Which is the optimal distribution channel for a premium 64 €/litre olive oil?
- What are the implications of the channel selection?
- Is the product suitable for being sold through E-Commerce?



amazon



Place (2)



The placement and display of the products in a Pharmacy is also included in the marketing plan

Which is the best spot to market a product in a pharmacy?

Which products would you display near the cashier?

What should be the rule to organize products in the shelves?

In practice...



- Related items are displayed together to impulse cross selling.
- Different products are displayed in vertical and using different colours.
- The Top-Seller product must be displayed in the best place in the store.
- Best offers and daily use goods should be displayed near the cashier.



Processes



How the whole **business is processed** is a key factor of success of the marketing plan

How will be the customer service implemented?

Are the communication channels of the company clear and efficient?

What are the timeliness of the project?

In practice...

- What is the value created by Uber that made the difference in the Taxi sector?
- Have you ever experienced shopping at an Apple Store? Does it differ from other shopping experiences you had?
- Do you know Apple and UBER after sales services? Do they add value?



Working in marketing for the pharma industry

What is the market looking for?

- Scientific background
- Inclination for business areas
- Analytical and problem solving
- Creative thinking, out-of-the-box
- Results oriented

One day in the office

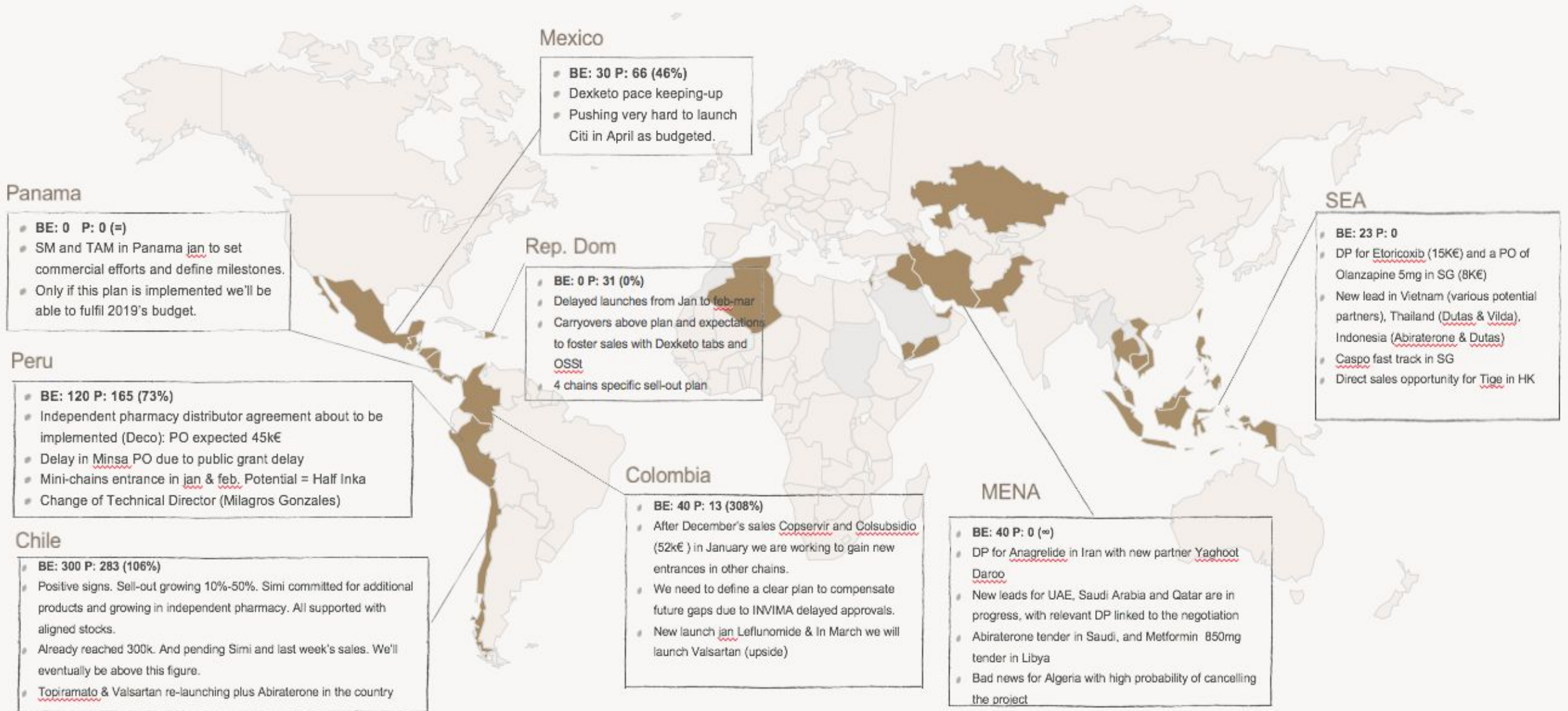
- Update marketing plans
- Marketing materials elaboration
- New projects development

Career development

- Marketing internship
- Junior Product Manager
- Brand Manager
- Marketing Manager
- Business Unit Manager

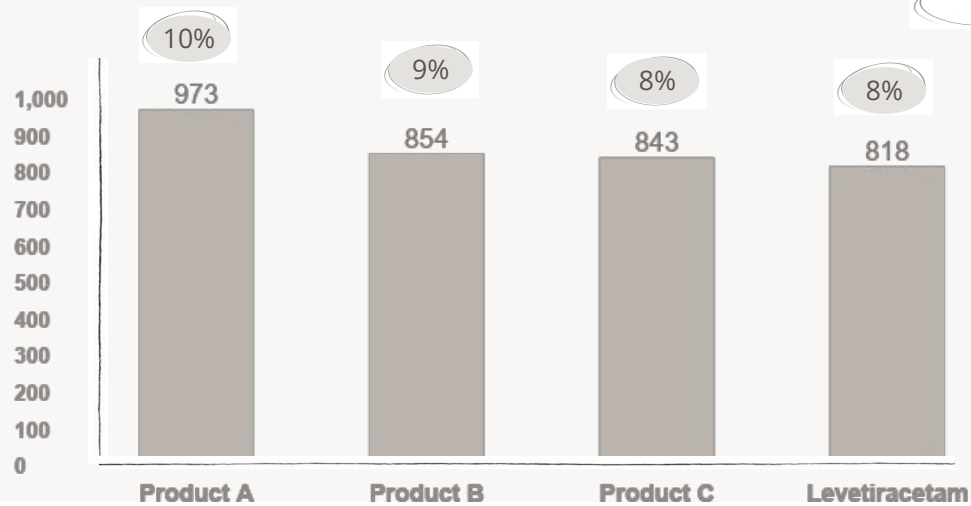
BUSINESS DEVELOPMENT

Penetration in current markets & expand in new ones



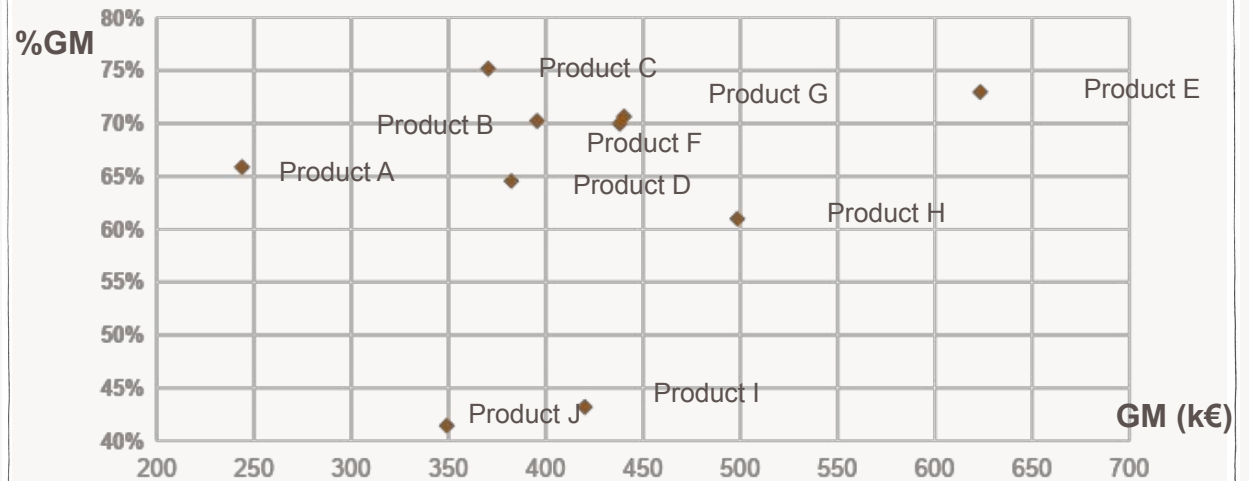
Negotiation & Analytical skills are key in BD

TOP Income Contributors (k€)

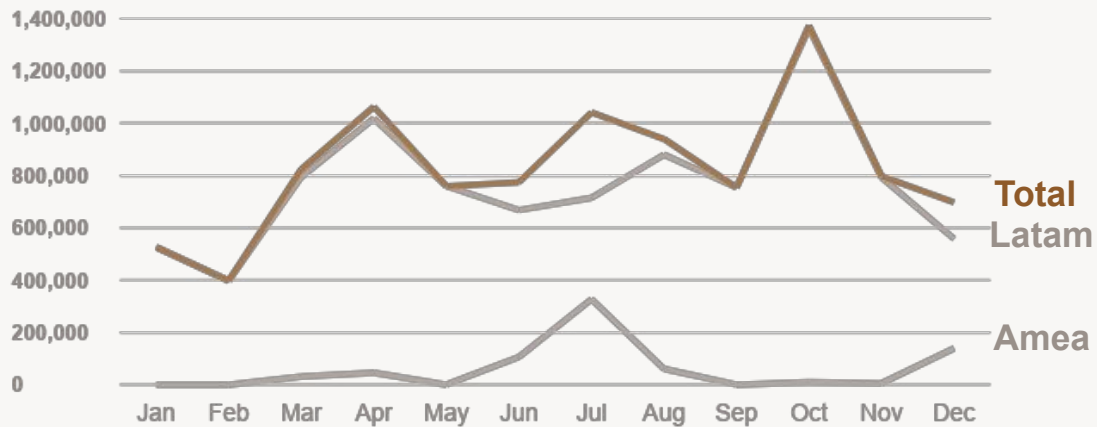


TOP GM Contributors

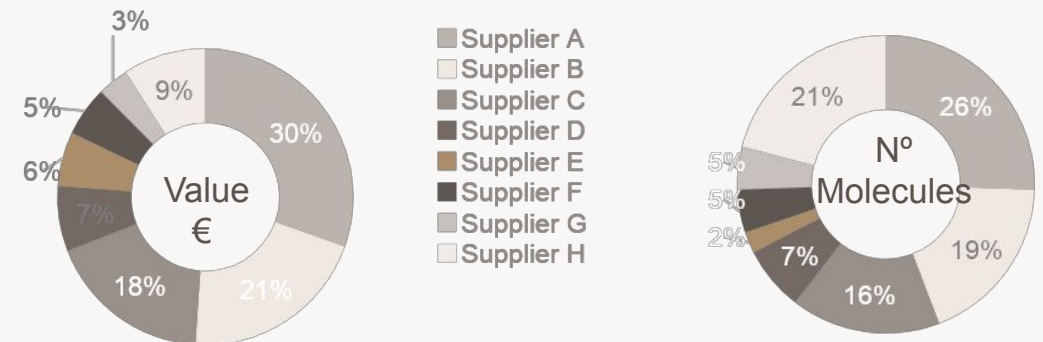
(* Only top 10)



Budget 2019



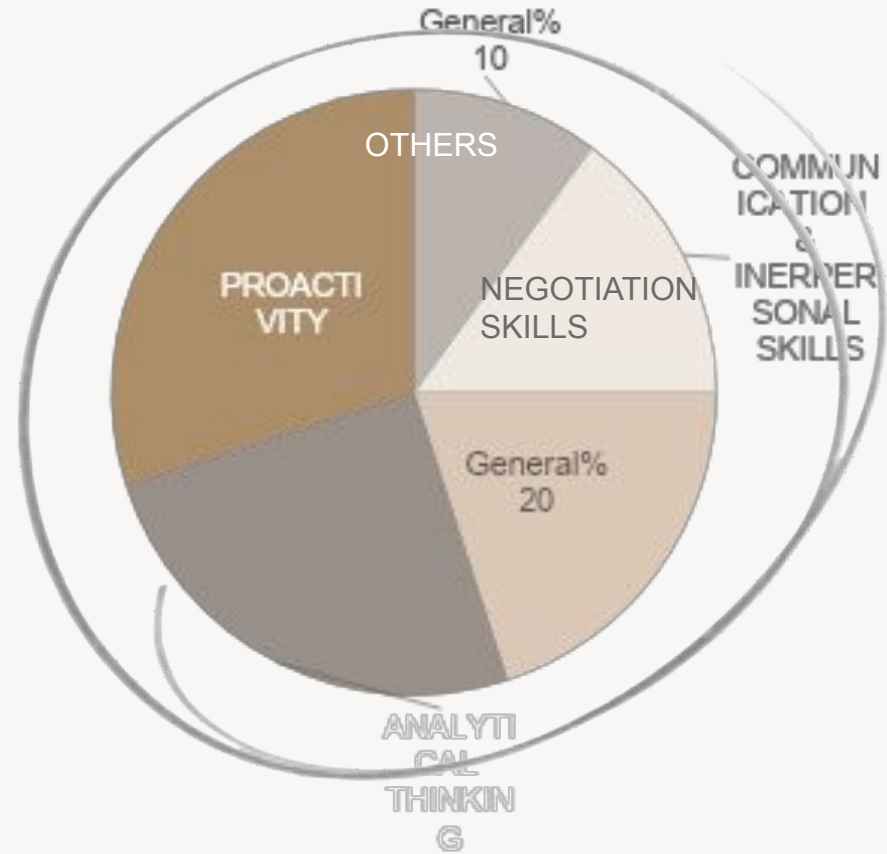
TOP Suppliers



What is the market looking for?

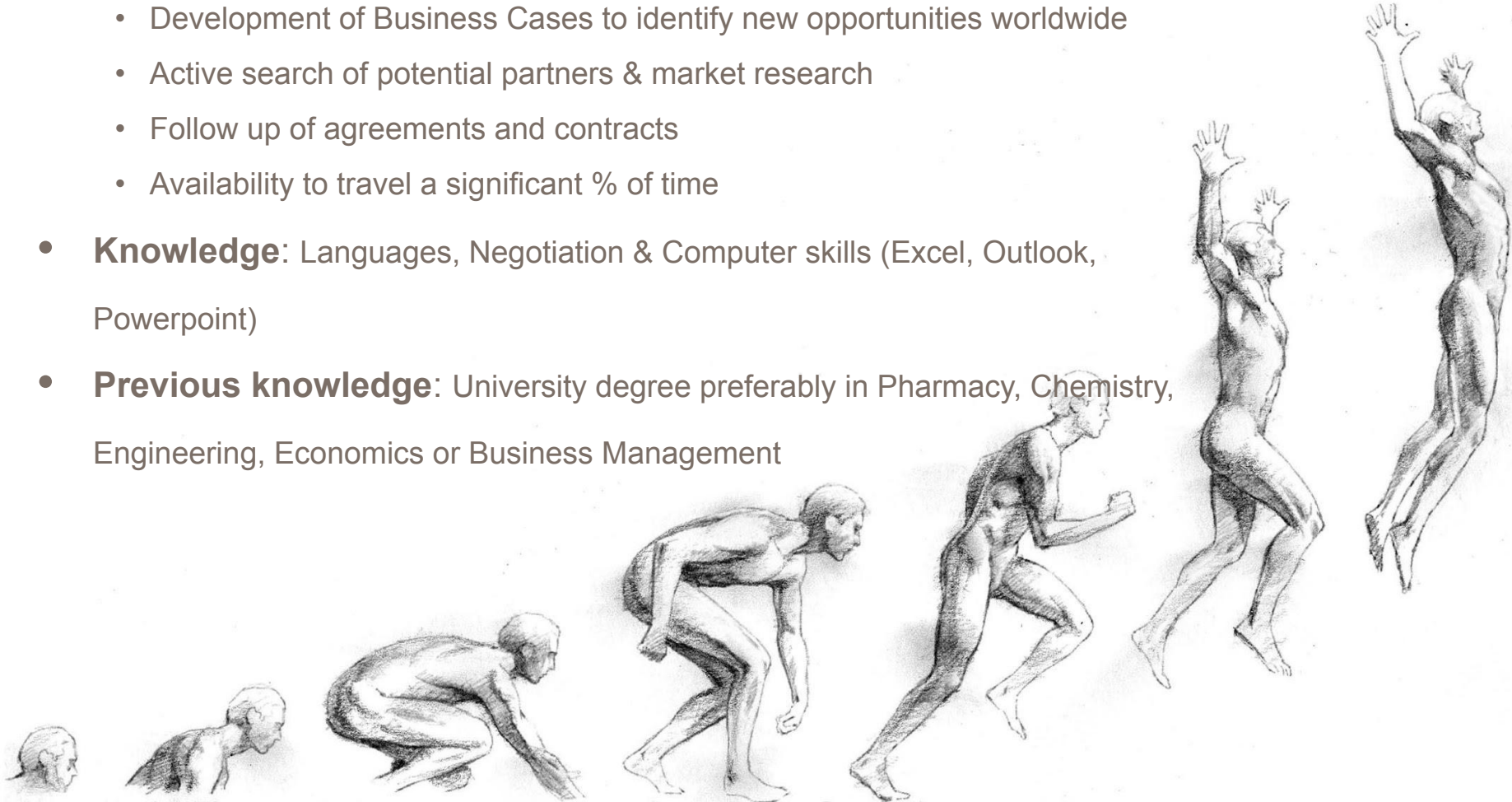


PERSONAL SKILLS FOR THE JOB POSITION



Are you the right profile?

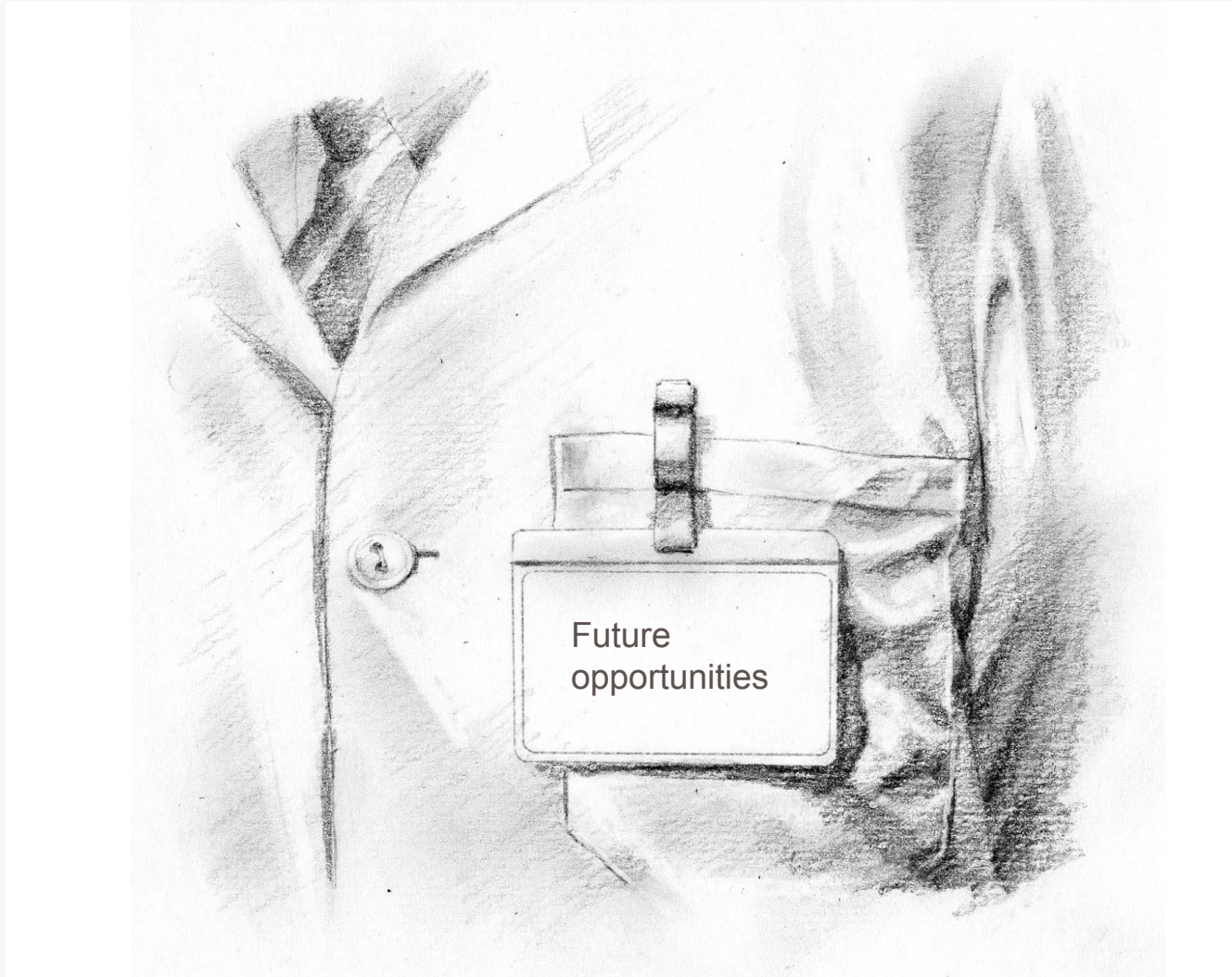
- **Job description:**
 - Development of Business Cases to identify new opportunities worldwide
 - Active search of potential partners & market research
 - Follow up of agreements and contracts
 - Availability to travel a significant % of time
- **Knowledge:** Languages, Negotiation & Computer skills (Excel, Outlook, Powerpoint)
- **Previous knowledge:** University degree preferably in Pharmacy, Chemistry, Engineering, Economics or Business Management



One day in the Office



Career development



- Area Manager
- Regional Manager
- Country Manager
- Head of Business Development
- General Manager

THANK YOU



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