Marketing & Business Development

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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?



Brain Storming:

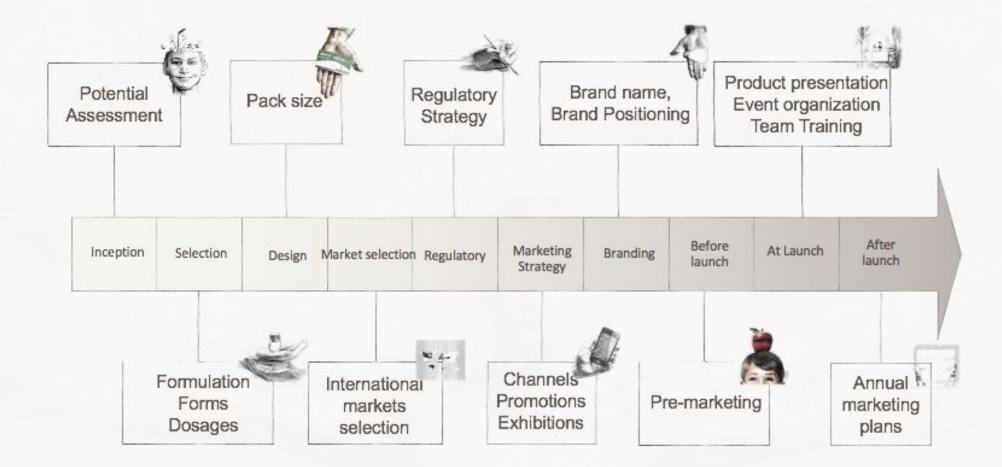
Which processes take place from the inception of a product/service till its consumption?

- 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.

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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



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

What are the dominant channels of distribution?Who are 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?





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.





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

<u>Career</u> <u>development</u>

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

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BUSINESS DEVELOPMENT

Penetration in current markets & expand in new ones

Panama

- BE: 0 P: 0 (=)
- SM and TAM in Panama jan to set commercial efforts and define milestones.
 Only if this plan is implemented we'll be able to fulfil 2019's budget.

Peru

- BE: 120 P: 165 (73%)
- Independent pharmacy distributor agreement about to be implemented (Deco): PO expected 45k€
- Delay in Minsa PO due to public grant delay
- Mini-chains entrance in jan & feb. Potential = Half Inka
- Change of Technical Director (Milagros Gonzales)

Chile

- BE: 300 P: 283 (106%)
- Positive signs. Sell-out growing 10%-50%. Simi committed for additional products and growing in independent pharmacy. All supported with aligned stocks.
- Already reached 300k. And pending Simi and last week's sales. We'll eventually be above this figure.
- Topiramato & Valsartan re-launching plus Abiraterone in the country

Mexico

 BE: 30 P: 66 (46%)
Dexketo pace keeping-up
Pushing very hard to launch Citi in April as budgeted.

Rep. Dom

BE: 0 P: 31 (0%)

 Delayed launches from Jan to teb-mar
Carryovers above plan and expectations to foster sales with Dexketo tabs and OSSI
4 chains specific sell-out plan

Colombia

- BE: 40 P: 13 (308%)
- After December's sales Copservir and Colsubsidio (52k€) in January we are working to gain new entrances in other chains.
- We need to define a clear plan to compensate future gaps due to INVIMA delayed approvals.
- New launch jan Leflunomide & In March we will launch Valsartan (upside)

BE: 40 P: 0 (~)

MENA

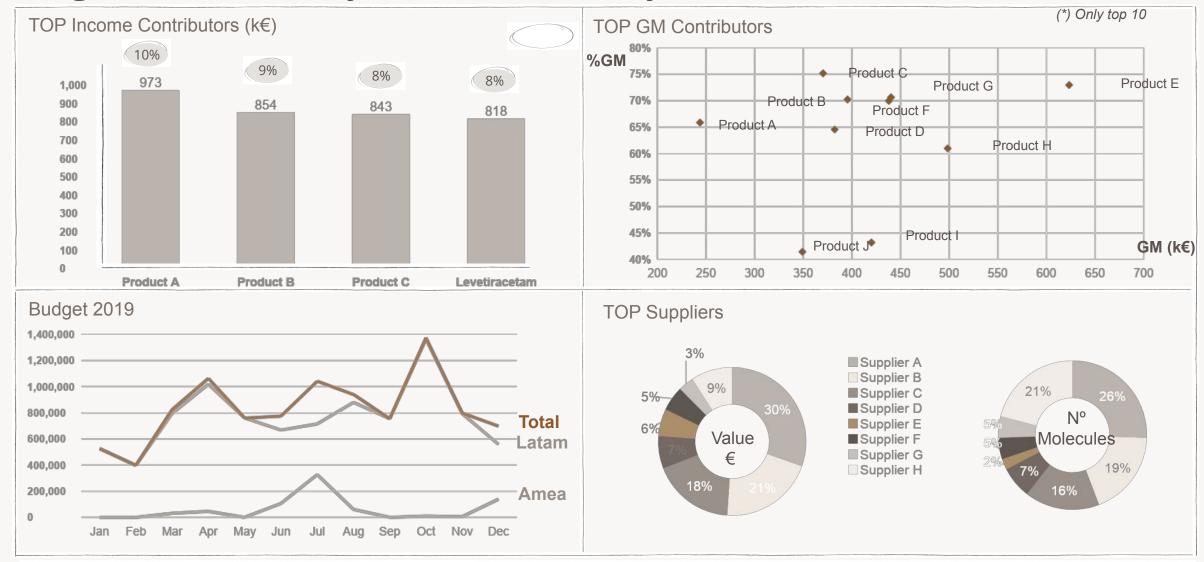
- DP for Anagrelide in Iran with new partner Yaghoot Daroo
- New leads for UAE, Saudi Arabia and Qatar are in progress, with relevant DP linked to the negotiation
- Abiraterone tender in Saudi, and Metformin 850mg tender in Libya
- Bad news for Algeria with high probability of cancelling the project

SEA

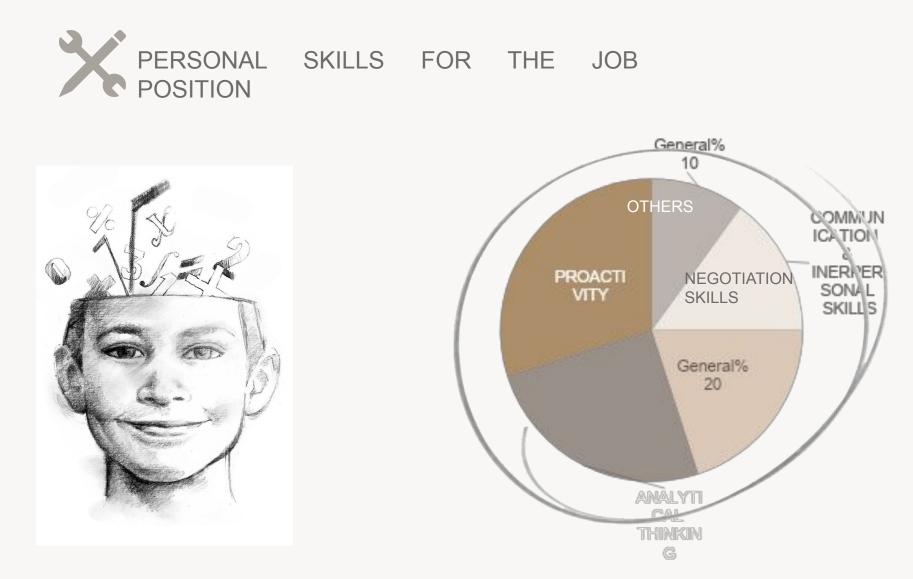
BE: 23 P: 0

- DP for Etoricoxib (15K€) and a PO of Olanzapine 5mg in SG (8K€)
- New lead in Vietnam (various potential partners), Thailand (Dutas & Vilda), Indonesia (Abiraterone & Dutas)
- Caspo fast track in SG
- Caspo last track in SG
- Direct sales opportunity for Tige in HK

Negotiation & Analytical skills are key in BD



What is the market looking for?



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

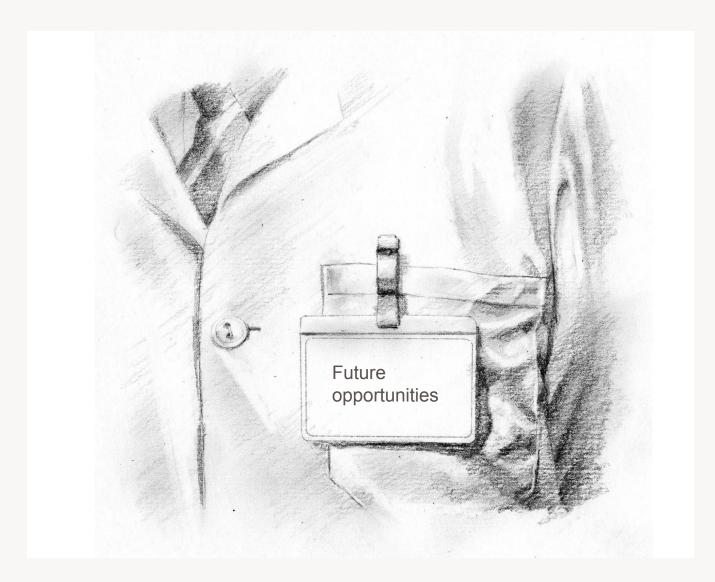
One day in the Office



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Career development



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

THANK YOU

