

CURRICULUM VITAE

Contact

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Profile

Experienced Market Access Manager with a successful history of developing strategic plans, negotiating contracts and optimising reimbursement strategies. Skilled in market analysis, stakeholder engagement, and leading cross-functional teams to deliver impactful outcomes.

Skills

Relationship building
Market research
Strategic planning
Negotiation
Account management
Sales experience

Employment History

Regional Access Manager (RAM) - ADVANZ PHARMA SPAIN

Since May 2017 until January 2024, I have been the Senior Regional Market Access Manager for the Northeast of Spain at Advanz Pharma. As of July 1st, 2022, Advanz Pharma acquired Intercept Pharma Iberia.

- My role was to raise awareness of Primary Biliary Cholangitis in order to create the optimal conditions for the launch of Obeticholic Acid in the Autonomous Communities of my zone, which includes Catalonia, Valencian Community, Basque Country, Aragon, Canary Islands, Balearic Islands, Murcia, Navarra and La Rioja, achieving the launch and sales objectives, exceeding the targets set.
- I developed strategic partnerships with key stakeholders, such as SECA resulting in improved market access and patient access to Ocaliva,. This led to sales of up to €14 million for my territory.
- In 2021, I took on the coordination of the Market Access team with the Medical (MSLs) & Sales teams.

Institutional Relationship Manager – BOEHRINGER INGELHEIM SPAIN

I worked as Institutional Relationship Manager at Boehringer Ingelheim Spain from October 2010 to March 2017, covering the NE region of Spain. I was promoted from the KAM position through an internal process.

- During this period, I served as the Market Access Manager for Catalonia and the Balearic Islands.
- My responsibilities included developing and executing strategic plans to acquire new institutional clients and expand market share.
- I launched several products for cardiovascular, diabetes, oncology (lung) and rare diseases (IPF).
- I was the second KAM hired by Boehringer Ingelheim Spain for the new department of Hospital Managers to bring the company's key accounts, focusing on the areas of Traumatology, Haematology, Cardiology, Respiratory and Virology. My responsibilities included expanding the company's business projects at the hospital level. This involved collaborating with hospital pharmacists to include new drugs in their vademecum, coordinating with different sales lines, and working closely with the Medical and Institutional Relationships departments. After my first six months working in the northern half of Spain, my focus shifted to the regions of Aragon, the Balearic Islands, Catalonia, and Valencia.
- I collaborated with cross-functional teams to successfully launch new products and services to key accounts.
- I developed and implemented strategic account plans, conducted regular business reviews, and provided timely solutions to address customer concerns.

Key Account Manager (KAM) – SCHERING-PLOUGH

Sales (Pharmaceutical Rep.) & KAM in Schering-Plough, SA (January 2001 - March 2009)

- In June 2006, through an internal process, I was promoted to the KAM position for Catalonia and Andorra, where I managed a sales budget of over € 35MM.
- My responsibilities included managing tenders and public tenders to profit hospital accounts in the areas of Oncology, Rheumatology, Virology, and Anaesthesia.
- Additionally, I worked as a Market Access Manager and dealt with Hospital Pharmacists. My key stakeholders were technicians from Catesalut, ICS, and other institutions involved in health policy, such as Consorci de Salut de Catalunya and Unió Catalana d'Hospitals.
- Since joining the company, I have worked as a sales representative in various areas, achieving good results, with a focus on primary care, dermatology, allergology, and cardiology. After my appointment as KAM, I continued to build on these successes.

Education

- Pharmacist. [Universitat de Barcelona \(UB\)](#).
- Master in Health Economics and Pharmacoeconomics at [BSM-Pompeu Fabra University](#) (2021-2022)
- MBA at the [IDEC-Pompeu Fabra University](#). 10th Edition (2007-2009).
- Pharmaceutical Law Course. [Ilustre Colegio de Abogados de Barcelona](#) (2019)
- Team's Management for middle Managers. Tadel Formación-CECOT (2015).