

Francisco Sanches-Osório



Personal Information

- Age: 53
- Nationality: Portuguese
- Married and two children
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Professional Information

- Worldwide experience in Strategic & Operational Marketing.
- In Pharmaceutical Industry from product development to mature products, Market Access Europe (Pricing & Reimbursement Europe), in team work with R&D (from preclinical to phase III);
- In other business areas, coordinates efforts by establishing procurement, marketing, field, and technical services policies and practices; coordinating actions with corporate staff.
- Builds company image by collaborating with customers, government, community organizations, and employees; enforcing ethical business practices
- Maintains quality service by establishing and enforcing organization standards.
- Maintains professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; benchmarking state-of-the-art practices; participating in professional societies.
- Contributes to team effort by accomplishing related results as needed.
- Competences in directing strategy towards the profitable growth and operation by developing strategic operating plans that reflect the longer-term objectives and priorities.

Career History

July 2012 to
Present

**Managing Director & Country Chief Financial Officer at PW
International Holding Group**

Plan, direct, or coordinates the operations and finance of a group of private companies in different business areas such as agriculture (soft fruits production – raspberries & blueberries), advertising & media (wireless network & media monitoring), Digital Communication (Digital signage), F&B (Food and Beverage), Food supplements & Sports Nutrition products and Real Estate.

Reports to the board of directors.

April 2012 to
July 2012

**Special Edition Holding, Luanda (Angola) / Lisbon (Portugal)
Group Executive Director**

Provide direction and leadership toward the achievement of the organization's philosophy, mission, strategy, and its annual goals and objectives.

Drive the strategic and long-term vision improving the internal reporting and maximising the group resources.

Responsible for monitoring and continually improving standards of performance and quality within the operation.

Enables the Board of Directors to fulfil its governance function

February 2008 to

BIAL - Portela & Co, Oporto, Portugal

March 2012

International Strategic Marketing Manager

Represents Global Marketing within the brand related project teams of R&D, Regulatory, Patent and Global Area Management.

Drives and leads the relevant processes for the definition and implementation of the global brand strategy and all brand related activities to establish the product as a global brand in G5 European, US, Canada and another 30 markets. Resource responsibility for marketing investment.

Defines & manages the entire global product life cycle from strategic planning to tactical activities in CNS. Also ensures continuing development, tracking and adjustment of the global brand strategy and go-to-market plans. Monitoring and accompanying local brand activities for sales/market development. Develops of the annual global marketing plan as guidance for the subsequent local marketing plan.

Partners for local launch preparations to assure launch readiness of the local affiliate within the established global framework (guiding principles). Supports the local affiliates and partners during their launch and post-launch marketing activities.

Competitor analysis and market environment.

Defines and implements global brand/product related strategy for an Opinion Leader Development and therapeutic guidelines.

Development and monitoring of a Product Life Cycle Strategy together with the relevant scientific and regulatory teams.

Coordinated the ESL (Eslicarbazepine Acetate) International Business Team with BIAL, Eisai Europe (G5 European Markets and 30 European countries) and Sunovion Pharmaceuticals Inc. (US and Canada). Also evaluates possible business opportunities within the therapeutic field.

ESL was launched in 14 European countries and other non-European territories from October 2009 until February 2012.

April 2005 to
February 2008

Pierre Fabre Médicament, Castres, France
Global Strategic Marketing Manager

Francisco was responsible for leading the definition and implementation of the global brand strategy and all subsequent activities to establish the product as a global brand in the G5 European and 61 other markets (from French speaking countries in Africa and the Middle East to Latin America). Managed resources / marketing investment and P&L. Managed Urology Portfolio, Licensing, Portfolio Analysis & Due Diligence, Promotional Investment & Carryover.

Developed, implemented and monitored all relevant elements of the global marketing mix for the assigned brand portfolio to establish alignment between Headquarters and the markets. Managed Headquarters Marketing Budgets and recommended / developed budget guidelines for country specific planning for the assigned Global Brands.

Steered international product modifications/new brand developments, development, coordination and implementation of business cases to drive profitable growth of the assigned brand/product portfolio.

Determined the key success drivers of efficient Marketing for the brands under his responsibility; derived and ensured effective in market implementation of best practices through market, customer and consumer analysis and by him anticipating developments of national healthcare systems, associated channels and Key Opinion Leaders.

Established KPI's, structures, methods, processes and tools to monitor & report on market trends, competitor evolution Vs own marketing activities including consolidated sales and top/bottom line growth. Transferred between countries best practice.

Led marketing part of market entry strategies; supported Area Managers with distributors; supported and aligned country-specific operational and strategic marketing plans. Collaborated with respective Area Managers with country-specific performance.

Provided line management for a marketing team of 3 Product Manager & 1 Medico-Marketing Manager (direct reports) and 1 Assistant (direct report).

January 2003 to April 2005 **Pierre Fabre Medicament**, Lisbon, Portugal.
Marketing Manager

Led relevant processes for the definition and implementation of the global brand strategy and all brand related activities. Developed Marketing Strategies and Plans for the company portfolio. Designed and implemented marketing activities, promotional materials and pricing policies. Reviewed business results and ensure the adherence of the marketing activities and plans. Supported market research activities. Provided market and competitive information.

January 2001 to December 2002 **Novartis Pharma**, Lisbon, Portugal.
Senior Product Manager

Led relevant processes for the definition and implementation of the global brand strategy and all brand related activities for the affiliate. Covered brands for Osteo-Articular & Diabetes Disease Management: Miacalcic (Salmon Calcitonin), Voltaren (diclofenac), Prexige (lumiracoxib) launch team and Starlix (nateglinide).

January 1998 to December 2000 **Sanofi~Synthelabo**, Lisbon, Portugal.
Senior Product Manager

Urology Business Unit was in charge of products in BPH, Urinary Incontinence and Prostate Cancer.

September 1995 to January 1998 **Synthelabo**, Lisbon, Portugal.
Product Manager

CNS launch of STILNOX and development of patient communications tools in partnership with WHO.

October 1990 to September 1995 **Delagrang**, Lisbon, Portugal.
Sales Representative

Additional Information

Languages Portuguese (mother language); English fluent (negotiation); French fluent (negotiation); Spanish (negotiation).

Qualifications INSEAD (2002 to 2002): **Pharmaceutical Marketing**.
Universidade Católica Portuguesa (2000 to 2001): **Master, Executive Management**.
Universidade Lusíada de Lisboa (1990 to 1995): **Law school**
Universidade Lusíada de Lisboa (1987 to 1990): **International Relations**

Interests and Activities

Lecturer at the CESPU - Cooperativa de Ensino Superior, Politécnico e Universitário, IPAM – Instituto Português Administração e Marketing and ISMAI – Instituto Superior da Maia.

Speaker for Eyeforpharma, Pharma IQ, WBR (World Business Research).

Invited editor for “HIP – Highly Important Pharmaceutical News” (Portuguese Edition)

Sports

Marathon runner – Barcelona 2012, Oporto 2012 and Lisbon 2012
Triathlete Ironman 70.3 - Cascais

Memberships

Member of the PharmaTimes Steering Committee (London-UK).

Member of the Jury of Marketeer of the Year Awards - PharmaTimes (London-UK).

Member of the Jury of the "Ecole de Commerce de Toulouse - ESC" (Toulouse-France).

Member of the Jury of the "Université de Montpellier - Faculté de Pharmacie" (Montpellier-France)

Founding Member of the “The Star Tracker – Global Portuguese Network”.

Member of the IMS Brand Europe Advisory Board 2008.

Member of the NEXUS Club, sponsored by IMS Health since 2009.