

CURRICULUM VITAE

PERSONAL DETAILS

NAME AND SURNAME: BEATRIZ FARO

PROFILE

I am an articulate and versatile executive with experience in a variety of international organisations, with a history of excellent business results. I have broad experience in P&L management, stakeholder management, and government relationships. I succeed through the development of high performing teams, and deep knowledge of the healthcare environment in several European countries, as well ample experience in working across countries/cultures and in cross-functional teams.

WORK EXPERIENCE

COMPANY	<i>Pfizer SA, Madrid</i>
DATE	March 2013 to date.
POSITION	Oncology Cluster Lead Spain, Belgium, Portugal & Ireland Oncology Business Unit Head Spain
RESPONSIBILITIES	<p>Responsibility over the Oncology Business Unit P&L for those countries. Directing a team of regional franchise leaders. Management of the business units in those countries, reaching sales, profit and market share objectives of the product portfolio and launch or launch preparation of the pipeline.</p> <p>Close relationship with national/regional governmental bodies, including Farmaindustria. Development of partnerships with other regions.</p> <p>Founder and Executive Sponsor of the Diversity & Inclusion committee in Pfizer Spain, being responsible of the creation of this committee.</p> <p>Direct reporting to European/AfME/China/APAC Oncology Regional President based in Germany. Member of the Leadership Team in Pfizer Spain and the Oncology European/AfME Leadership Team.</p>
COMPANY	<i>Pfizer SA, Madrid</i>
DATE	January 2009 to February 2013.
POSITION	Oncology Business Unit Head Spain
RESPONSIBILITIES	<p>Responsibility over the Business Unit P&L. Management of a team of 34 people (marketing, sales, medical and training). Management of the business unit, reaching sales, profit and market share objectives of the product portfolio and launch or launch preparation of the pipeline.</p> <p>Direct reporting to European Business Unit in Germany. Member of the Leadership Team in Pfizer Spain and the Oncology European Leadership Team.</p>

COMPANY	<u>Pfizer SA, Madrid</u>
DATE	October 2007 to January 2009.
POSITION	Marketing Manager Oncology/Ophthalmology/Endocrine Care
RESPONSIBILITIES	Leadership of the oncology/ophthalmology/endocrine care cross functional teams (sales, medical, marketing, ...). Definition of short, medium and long term area strategies in order to position Pfizer in those three areas as the partner of choice for stakeholders and to ensure maximum sales potential is achieved. Development of Brand Managers to ensure maximum potential is achieved.
COMPANY	<u>Pfizer SPAIN, Madrid</u>
DATE	March 2006 to October 2007.
POSITION	Marketing Manager Oncology & Marketing Services
RESPONSIBILITIES	Leadership of the oncology cross functional team (sales, medical, marketing, ...). Definition of short, medium and long term area strategies in order to position Pfizer Oncology as the partner of choice for stakeholders and to ensure maximum sales potential is achieved. Development of Brand Managers to ensure maximum potential is achieved. Leadership within the Marketing Unit of projects with national and international impact not directly related to any specific therapeutic area (compliance, organizational structure, company procedures, implementation of new marketing tools at a European level, company humanitarian programs). Management and development of the marketing services team.
COMPANY	<u>Pfizer SPAIN, Madrid</u>
DATE	June 2004 to March 2006.
POSITION	Team Leader Oncology - Marketing
RESPONSIBILITIES	Management of the oncology team. Definition of area strategy to ensure sales objectives are met for all promoted products. Training and development of Oncology Product Managers to ensure they realise their full potential. Definition and implementation of medium and long term strategies that will position Pfizer as a leader company in Oncology.
COMPANY	<u>Pfizer SPAIN, Madrid</u>
DATE	June 2003 to June 2004.
POSITION	Product Manager - Oncology
RESPONSIBILITIES	Definition and implementation of the strategy for Pfizer Oncology at all levels, from company image to promoted products and pipeline. Key opinion leader's relationship development and coordination of medical and sales team's local projects. Coordination of Pfizer Oncology participation in national and international oncology meetings.
COMPANY	<u>PHARMAMAR, SPAIN, Madrid</u>
DATE	August 2001 to June 2003.
POSITION	ET-743 International Product Manager & Global Project Leader
RESPONSIBILITIES	Took on additional responsibilities after the company signed a co-development agreement with Johnson & Johnson. New

responsibilities include management of ET-743 Product Manager, and development of the local sales & marketing plans for France, Germany, UK, Italy, Spain and Switzerland. Global leader of the Joint Project Team, a group of members of the clinical, pre-clinical, regulatory, marketing, medical affairs, and production/manufacturing departments from both partner companies. Full responsibility for the clinical and preclinical development of the compound.

COMPANY
DATE
POSITION
RESPONSIBILITIES

PHARMAMAR, SPAIN, Madrid

May 2001 to August 2001.

ET-743 International Product Manager

Full and sole responsibility over the marketing of ET-743. Responsibilities include, among others, world-wide development of branding, brand name, strategy, marketing mix, and forecast. Establish relationships with international key opinion leaders and cooperative groups.

COMPANY
DATE
POSITION
RESPONSIBILITIES

AVENTIS PHARMA, SPAIN, Madrid

August 2000 to May 2001.

Taxotere Product Manager (Breast & Global Brand)

Full and sole responsibility over Taxotere. Responsibilities include, among others, establishment of the marketing strategy and forecasts for the breast indication, development of clinical protocols, maximise relationships with key opinion leaders and cooperative groups, organisation of national breast cancer meetings, setting the strategy and launch of new indications.

COMPANY
DATE
POSITION
RESPONSIBILITIES

AVENTIS PHARMA, UK HQ. West Malling (KENT)

January 2000 to August 2000.

Product Manager - Campto

Full and sole responsibility over Campto. Responsibilities include, among others, establishment of the marketing strategy and forecasts, development of clinical protocols, dealing with key opinion leaders, and organisation of national and international meetings, dealing with colleagues at corporate level.

COMPANY
DATE
POSITION
RESPONSIBILITIES

RHONE-POULENC RORER, UK HQ. West Malling (KENT)

September 1999 to December 1999.

Product Manager - Allergy

Full and sole responsibility over Rapitil. Collaboration on the development and implementation of the marketing mix of Nasacort. Responsibilities for Rapitil include, among others, dealing with the PR agency and key opinion leaders, event co-ordination with strategic partners, organisation of national and international meetings, dealing with colleagues at corporate level.

Success is defined by achieving the annual sales target. Rapitil has already achieved its 1999 target and it is 8% over the annual target year to date (12th October).

COMPANY	<u>RHONE POULENC RORER, UK HQ.</u> <i>West Malling (KENT)</i>
DATE	December 1998 to September 1999.
POSITION	Assistant Product Manager - Rapitil Hospital Sales Representative
RESPONSIBILITIES	Full and sole responsibility over one of the key primary care promoted products, Rapitil. Responsibilities include, among others, development of the 1999 campaign, management of the product budget, forecasting product sales, management of A&P expenditure, dealing with PR agency and key opinion leaders, event co-ordination with strategic partners (National Pollen Research Unit, British Allergy Foundation), organisation of national and international meetings, design and development of the campaign strategy, main point of communication for the sales force, dealing with colleagues at corporate level.
COMPANY	<u>RHONE POULENC RORER, UK HQ.</u> <i>West Malling (KENT)</i>
DATE	January 1998 to November 1998.
POSITION	Marketing Research Executive
RESPONSIBILITIES	Provide a comprehensive, accurate and timely research service to product marketing utilising up-to-the-minute techniques and so ensure that sales are maximised through optimal intelligence. Provide essential research information to senior management and hence take part in the strategic planning process. Management of ad hoc market research studies and projects for specific product areas using both desk and continuous research, using both internal and external resources. I have worked in the following therapy areas: Allergy (nasal sprays and eye drops), Respiratory (asthma), CNS and Cardiovascular (angina).
COMPANY	<u>RHONE POULENC RORER, UK HQ.</u> <i>West Malling (KENT)</i>
DATE	January 1997 to December 1997.
POSITION	Sales Information Executive
RESPONSIBILITIES	Develop methodology for calculation, reporting on and monitoring the sales from the field force down to territory level for all strategic products. This includes the new Business Performance report I created. Production of activity results for both the Open Care and OTC strategic products. Management of the incentive schemes and control generation, approval and payment of such schemes. Successful operation and tactical development of the ETMS system.
COMPANY	<u>RHONE POULENC RORER, UK HQ.</u> <i>West Malling (KENT)</i>
DATE	Sept 1996 - January 1997.
POSITION	Market/Sales Research Assistant
RESPONSIBILITIES	Production of map reports using Tactician. Design and development of the Precise Report Formatter.

<i>OTHER DATA OF INTEREST</i>

EDUCATION:

5 year degree in Pharmacy, with a specialization on Biochemistry by the “Universidad Complutense” of Madrid

LANGUAGES:

SPANISH: Mother tongue.

ENGLISH: Bilingual.

FRENCH: Very basic knowledge.

COURSES:

Next Generation Leadership Training—Training for high potential future leaders (top 2%) chosen from VP/Exec Dir/Sr Dir Pfizer colleagues.- Pfizer 2013
Blue Ocean Strategy Course (INSEAD, Fointenebleau) – Pfizer January- April 08
European Leadership Program (INSEAD, Fointenebleau) – Pfizer March 06
Pfizer Program on “Manager’s development” (Instituto de Empresa). Pfizer 2005-2006
Project Management (MCE), Effective and Practical Product Management (CHT), Market Research (Ashridge I and Ashridge II), Time Management (TMI), Excellence in Presenting (PEP), and a multitude of marketing, computer, communications and market research seminars and courses.

COMPUTER SKILLS:

Microsoft Excel, Word, Power Point
Market Research Databases (Dataview, PC Monitor, NCTE, Scriptcount, Scriptrac, BPI, BHI, RSA, MDI)
Visual Basic for Applications, Microsoft Project
ETMS and mapping tools

Madrid, May 2015