

Resume

R O S A N A M A R I E L F E L I C E

Buenos Aires - Argentina

Professional profile

Medical doctor, Clinical Pharmacology and Gynecology and Obstetrics specialist.

Heavily experienced in Pharmaceutical Industry, in national as well as multinational companies (multinational and local / branded generics' companies).

Teamworking with sales and marketing teams, business oriented.

Professional experience

1. GSK (GlaxoSmithKline) April 2008- current

Position: Medical Director, Pharma, Argentina and Southern Cone of LatAm (Uruguay, Paraguay, Bolivia). Reporting line to Country Manager and regional medical director (LatAm).

Responsibilities:

- Medical team leadership (27 people: 9 in Medical Affairs and 18 in Clinical Research). Governance line with GSK's local branded generics company (Phoenix Lab) and with Uruguay medical manager.
- GSK Local operating company's medical department full coordination.
- Clinical research activities supervision (approx 45 trials in Phase II and III); interaction with HA (ANMAT).
- Medical affairs: strategic input to the business in all therapeutic areas where GSK is present (Respiratory -asthma, allergy & COPD), Rare diseases -lupus & pulmonary arterial hypertension-, Diabetes, Metabolism,, HIV -antirretrovirals-, CNS -anticonvulsants, Parkinson's disease, bipolar disorder, depression-, Dermatology, Urology -benign prostatic hyperplasia-, branded generics, et al).
- Development and deployment of medical affairs plans

- Permanent member of commercial committee and risk management and compliance board.
- Leadership of medical governance board (pharmacovigilance, promotional practices, clinical research).
- Pharmacovigilance: responsibility for Adverse events reporting, products' risk management programs, PSURs, training, etc (in company and to the HA), for Argentina, Uruguay, Paraguay and Bolivia.
- Code of Practices for promotional interactions (Pharma industry ethics promotional rules) implementation
- Crisis committee coordination.
- Relationship with health authorities, external experts and the media (spokesperson).
- Scientific communications to external audiences.
- Interaction with Market access team.
- 2014: Member of Medical Capabilities international workstream.

SPECIAL PROJECT: Leadership of "Trust in Science" program, with Ministry of Science and Technology, Argentina (2011-current). Public - private partnership for basic science research.

Awards:

- 2008 Platinum recognition award: COMPAS study crisis
- 2009 Gold recognition award: H1N1 pandemic crisis
- 2010 EMAP president's award: Phoenix acquisition
- 2011 EMAP president's award: Trust in science program in Argentina
- 2012 EMAP president's award: COMPAS process
- 2012 LatAm gold award: Crisis management
- 2013 LatAm regional bronze award: Phoenix audit
- 2014 Global medical excellence award: COPD treatment evolution program
- 2014 EMA performance award: Trust in Science program
- 2015 Emerging Markets and Australasia Winning Performance Award: COPD awareness campaign.
- 2016 Best LOC performance ViiV - HIV team.
- 2017 LatAm Excellence award: Medical-clinical partnership.

2. GSK (GlaxoSmithKline): Jan 2006-April 2008

Position: Medical Manager, Pharma. Reporting to medical director.

Responsibilities:

- Delivery of strategic info and analysis to Marketing & sales (Directors and Product managers), in different therapeutic areas:

Respiratory medicine (asthma, COPD); Metabolic diseases (Diabetes and thyroid disorders; CNS (antidepressants and bipolar disorder); Neurology (anticonvulsants and Parkinson's disease); Intensive care (anesthetics, analgesics, anticoagulants); Hepatology (anti hepatitis); HIV (antiretrovirals); Oncology; Dermatology; Antibiotics; Allergy.

- Training to sales force, marketing and sales managers.
- Relationship with health authorities and external experts
- Crisis Management, trained by external agencies (Edelman /Burson Marsteller/ Identia PR).
- Relationship with the media.
- Pharmacovigilance: Adverse event reporting, to headquarters and local HA. Named safety contact role.
- Interaction with regulatory affairs

3. Boehringer Ingelheim: Oct 1998 / Jan 2006

Position: Medical affairs manager, reporting to regional medical director.

Responsibilities:

- Medical and scientific support to Marketing (OTC and prescription products), in the following therapeutic areas:

Cardiovascular; Respiratory medicine; Biotech products; Antiretrovirals (HIV); Antispasmodics; Parkinson's disease; anticoagulants; and OTCs (Buscopan, Mucosolvan, Dulcolax, Pharmaton).

- Medical and scientific support to BI's local operating companies in Uruguay, Chile and Paraguay.
- Promotional claims, medical literature analysis and communication.

- Products 'positioning analysis against competence products.
- Sales force training.
- Relationship with external experts.
- Relationship with the media.
- Training on products and therapeutic areas, in company and with external audiences (medical congresses, hospitals, pharmacists' professional bodies).
- Customer service (product information to health care providers and consumers).
- Pharmacovigilance: Phase IV studies; adverse events reporting.
- Regulatory affairs: interaction with HA (ANMAT).
- Leaflets writing, OTC products publicity according to local regulatory and legal environment.
- Interaction with HA in Uruguay (Ministry of Health) and Chile (Public Health Institute).
- Close involvement in successful product launches (RXs and OTCs).
- Pharmacovigilance system start up, according to international standards.
- Implementation of training system for all company's products.
- Product info database set up, with corporate system MinE (Medical Information Excellence).
- Special research (within LatAm) on Customer Relationship Management applied to pharma industry.
- International Management Development Program

4. Dupomar Lab (local pharma company, Argentina): April 1996 / Oct 1998

Position: Head of Medical and Regulatory department.

Responsibilities:

- Medical support to Marketing.
- Regulatory affairs with local HA (ANMAT).
- Sales force training.
- Relationship with key opinión leaders.
- Therapeutic areas: osteoporosis, antibiotics, NSAIDs, OTCs.

5. Andrómaco Lab (local pharma company, Argentina) : Aug 1989/April 1995

Position: Special promotional team supervisor.

Responsibilities:

- Special promotional team coordination, for dermatological products Dermaglos and Hipoglos .
- Market research
- Marketing support.

6. Roussel lab (currently Aventis) March 1988 / November 1988

Position: sales representative

Responsibilities:

- Medical promotion for seasonal products (Flu vaccine and others).

 Academic training

- April 1999 / Nov 2001 . University of Buenos Aires, School of Medicine. Graduated as Clinical pharmacology specialist.
- April 1991 / March 1995 . National Ministry of Health, Argentina. Gynecology and obstetrics specialist.
- Medical residence in Gynecology & Obstetrics at Dr R. Finocchietto Hospital, Buenos Aires, Argentina.
- March 1985 / Dec 1990. University of Buenos Aires School of Medicine. Medical Doctor.

 Other training

- Metabolic bone diseases (1997). Favaloro Foundation.

- Menopause and climacteric. (1999) . Favaloro Foundation .
- Good Clinical Practices . Pharmaceutical medicine society, Argentina. (2003)
- Pharmacoeconomics and Health Outcomes. IECS/ UBA (2005)
- Pharmacoeconomics in Diabetes. Argentinian Diabetes Society (2005)
- . Health technology assessment. Prof M. Drummond. IECS (2012)

- **Language training**

English: written and oral, advanced (ToEFIC 2000)

Italian: basics.

- **IT**

Office, Access, Excel, Outlook.

- **Management Skills:**

- International Management Development Program, BI, 2001-2
- Organizational change Leadership. Business Skills (2000)
- Crisis management. Edelman (2001)
- Leadership in crisis situation. (2002)
- Negotiation Skills (2013)
- Media training (2000, 2007, 2010, 2012, 2013, 2014, 2015).

- **Other**

- Pharmacology assistant professor at University of Buenos Aires School of Medicine and at Adventist Medical School.
- Invited professor at Pharmaceutical Medicine postgraduate career. University of Buenos Aires School of Medicine.
- *Education for health* teacher at Colegio Nacional de Buenos Aires, University of Buenos Aires. (1994-2005)
- President of 3rd congress on Pharmaceutical Medicine, Buenos Aires, 2012.

- **Personal**

Date of Birth: May 11th, 1966.

Married. Three children