

Pharmabio-MBD

Advise, Assist, Accomplish

Marketing & Business Development

Fields: Pharmaceuticals – Rx & OTC, Medical Devices, Diagnostics, DermoCosmetology, Biotechnology.

France / International

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<http://www.pharmabio-mbdconsulting.com>



Skills & Services

- **Strategy & Marketing**
 - ✓ Strategic Diagnostic, Analysis
 - ✓ Business & market intelligence including companies, products, regulations
 - ✓ Market surveys, trends, competitive landscape
 - ✓ Product: technical analysis, product evaluation, Target Product Profile, product development, life-cycle management
 - ✓ Planning: strategic plan, marketing plan
 - ✓ Market access strategy
- **Marketing and Commercial operations assistance**
 - ✓ Product strategy: marketing & commercial development including plan, positioning, mix-marketing, budgets, congress and trade shows attendance
 - ✓ KOLs management
 - ✓ Commercial and sales strategy: definition and implementation
 - ✓ Communication: strategy, PR, sales support
- **Business development**
 - ✓ BD & L: product scouting out, partner and distributor search, product evaluation, targeting and company approach, contract negotiation assistance, alliance
 - ✓ Portfolio strategy: line extension, new product development, target product profile and potential markets assessment
 - ✓ Partnership: identification and targeting, approach and negotiation
- **Commercial**
 - ✓ Commercial plan, business development B to B
 - ✓ Sales force management and training

Fields of Experience

Pharm.D, MAE / eq MBA, MSc Health Economics

Pharmabio-MBD covers lots of fields in pharmaceuticals, medical devices, diagnostics, healthcare based on particular experiences in:

Pharma RX: oncology and haematology, neurology, psychiatry, dermatology, diabetes, fertility, urology

OTC: ENT, dermatology, vitamins and food supplement, pain and rheumatology, devices

Medical devices: wound care including the diabetic foot, ophthalmology, critical care, skin repair

Biotechnology: carrier proteins in diabetes and monoclonal antibodies, LPS, R&D services, diagnostics

International scope: especially Europe & Canada - experience with US, Asia (Japan, China) & Latin America

Partners in: medical devices (QA, sales force management, project management), product development and project management, HTA, writing