

# Alejandro Trinidad-Flores M.B.A.

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## **Regional Marketing Manager (Canada, LATAM, Turkey, Middle East & Africa) | Commercial Project Manager (LATAM) | Project Consultant**

Alejandro Trinidad-Flores is a former Regional Marketing Manager for the Intercontinental Region at Amgen, strong product launch consultant, and seasoned project manager with over 18 years of experience working for pharmaceutical companies, and leading cross-functional teams in 21 countries, with a track record of positive results.

Alejandro has solid experience launching products and new indications in co-promotion with multinational companies (Amgen – GSK) and (Eli Lilly – Boehringer Ingelheim) for blockbusters Prolia® and Cymbalta®

Having held numerous management roles in pharmaceutical companies, he is very familiar with business strategies, project management, and best practices in the pharmaceutical industry.

In addition, Alejandro holds an MBA from the Anahuac University, a bachelor's degree in Marketing and a certification in Digital Marketing from Columbia Business School.

### **AREAS OF EXPERTISE AND SKILLS**

Global Marketing

Commercial Partnerships

Product Launch Strategies

Strong Leadership Skills

Business Development

Cross-functional Collaboration

Effective Communication Skills

Project Management

Pharmaceutical Sales

Opinion Leader Engagement

Forecasting and Long-range Plan

Digital Marketing

### **PROFESSIONAL EXPERIENCE**

#### **F. Hoffman-La Roche**

**07/2021-Present**

#### **Digital Solutions Franchise Project Manager (Roche Diabetes Care)**

Accountable for the management of multifunctional projects to support negotiations and operations in the Digital Solutions Franchise at Roche Diabetes Care.

#### **Biotech & Pharma Consulting, LLC.**

**11/2020-Present**

#### **Co-Founder & Managing Director | Project Consultant**

Responsible for the direction and management of Biotech & Pharma Consulting, LLC, a strategic consulting, medical affairs, and project management firm based in San Francisco, CA, serving biopharmaceutical clients with on-demand projects.

#### **Amgen Inc.**

**11/2017-05/2019**

#### **Regional Marketing Manager, Intercontinental Region (Oncology / Hematology)**

Responsible for leading the development and execution of marketing strategies in the Intercontinental Region for oncology and hematology assets (Filgrastim Franchise and Nplate) in collaboration with regional partners in 21 countries (Canada, Latin America, Turkey, Middle East & Africa)

- Effectively managed the go-to-market strategy in a multi-country environment supporting 14 Marketing Managers and 8 Business Unit Directors, to defend mature brands (Filgrastim Franchise) after loss of exclusivity and to grow Nplate (orphan drug / rare disease) to ensure strategic and financial goals.
- Co-led as expanded responsibility (dual role), the commercialization of Amgen portfolio in partnership with Latin-American Distributor Markets to propose growth opportunities, support demand generation, estimate potential sales (long-range-plan), monitor performance, propose, and manage the regional budget and ensure adherence to compliance.

**Amgen Inc.****6/2016-11/2017****Commercial Project Manager, LATAM. (Amgen Portfolio)**

Accountable for the commercialization of Amgen portfolio in partnership with Latin-American Distributor Markets (Licensing Model) in 8 countries (Argentina, Chile, Peru, Ecuador, and Central America).

- Solid project management skills to effectively lead the Tiger project, to recover Prolia's commercialization rights from GSK and re-launch with distributor in Argentina, Chile, Ecuador & Peru.
- Outstanding results in an expanded marketing assignment to replicate best practices of Prolia in Latin America (Argentina, Peru, Chile, Colombia, and Brazil) that resulted in sustainable double-digit growth in 2017 and 2018.

**Amgen.****1/2012-5/2016****Product Marketing Manager. (Bone Health)**

Recognized for leading the launch of Prolia in Mexico in 2012 in co-promotion between Amgen and GSK until the brand became the market share leader in 2016 (Private Segment in DOTs) with the highest Evolution Index.

- Received marketing assignment to support Prolia re-launch in Colombia in 2014 after recovery of rights from distributor resulted in a double-digit growth in the next year.
- Awarded in 2015 as Brand Team of the Year / Marketer of the Year (MOY) for developing a Patient Support Program, representing the Intercontinental Region, and evaluated as Top Performer in the same year.

**Almirall.****7/2011-12/2011****Product Marketing Manager. (Respiratory System)**

Accountable for marketing strategies and tactical plans for respiratory system brands, focused on marketing plan, market research analysis, opinion leader engagement, product positioning, communication campaigns and development of marketing materials in collaboration with cross-functional teams and external vendors.

**More Pharma Corporation.****5/2009-7/2011****Sr. Marketing Manager LATAM (Infectious Disease and Obesity)**

Responsible for the marketing strategy for infectious disease and obesity brands in Latin America (Mexico, Central America, and Caribbean Regions) in a start-up company focused on initiatives to support performance of mature brands after loss of exclusivity.

**Eli Lilly and Company.****4/2007-5/2009****Product Marketing Associate. (Chronic Pain)**

Accountable for launching Cymbalta in the indication of Fibromyalgia in co-promotion between Eli Lilly and Boehringer Ingelheim that resulted in sustainable growth, and long-term performance.

**Eli Lilly and Company.**

**5/2003-4/2007**

**Sales Specialist (Neuroscience)**

Member of the neurosciences sales team that launched Strattera in 2003 and recognized as #1 market share territory for 3 consecutive years.

**Sirona Dental Systems GmbH - Pro La Dent**

**1/2001-8/2002**

**Product Manager (Dental Equipment and Devices)**

Managed performance of Sirona dental portfolio including the launch of CEREC III in Mexico. (First CAD/CAM dental reconstruction system).

**EDUCATION:**

**M.B.A.** Anahuac University.

**Digital Marketing Certification.** Columbia Business School.

**Postgraduate Degree in International Business.** Universidad Tecnológica de México.

**Bachelor's Degree in Marketing.** Universidad Tecnológica de México.

**LANGUAGES**

English (Fluent)

Spanish (Native)

French (Conversational)