

Rafael Ramon

PROFILE

Professional with 16 years pharma expertise in Capacities & Competencies Development, Marketing & Sales Excellence and Market Research.

Transformed the Stakeholder Engagement Experience in over 60 Markets around the world.

Lead over 200 people in designing, developing and telling their Leadership, Medical and Brand Stories.

PROFESSIONAL EXPERIENCE

8.2018 - **Eightangles GmbH (Basel): Founder & Capabilities Development Director**

- Design and Implementation of the "Medical Win Model" for a top-5 pharmaceutical Company
- Design and Implementation of the "Access Success Path" Model for a top-5 pharmaceutical Company
- MSL and Sales Rep Field Assessment
- Storytelling Workshops for a Top-3 Diagnostic Company
- Consulting Work for 3 Major Pharmaceutical Companies

9.2013 - 8.2018 **F. Hoffmann–La Roche Ltd (Basel): Commercial Excellence Leader EEMEA (Eastern Europe, Middle-East, Africa)**

- Developed, implemented and trained the Stakeholder Engagement Process for over 50 markets
- Trained Medical, Access and Commercial Teams on the new Stakeholder Engagement Model
- Defined Storytelling Concept for Commercial and trained the local Teams
- Multichannel, CRM and Business Intelligence systems Lead

9.2009 - 9.2013 **F. Hoffmann–La Roche Ltd (Basel): CRM Business Leader Region Europe**

- Design and Implementation of a harmonized Selling Process and Customer Profiling & Targeting model across all European affiliates
- Definition and implementation of the European KAM approach
- Lead and implementation of the field force training program and communication plan to drive the implementation of the new processes

6.2002 - 9.2009 **Different Sales & Marketing Roles at the Roche Pharma (Switzerland) Ltd.**

11.2000 - 6.2002 **Estin & Co (Paris): Strategy Consultant**

Review and definition of Business Plans for Starts up and Biotechnology Companies

EDUCATION

10.1995 - 10.2000 **University of St. Gallen (CH): Master of Arts HSG and CEMS Master**

Major subjects: Human Resource Management and Marketing

Minor subjects: Psychology / Adult Learning

1.2000 - 5.2000 **Goizueta Business School at Emory University (Atlanta, USA): Full-time MBA exchange student**

1.1998 - 6.1998 **Université Catholique de Louvain-la-Neuve (B): CEMS exchange student**

LANGUAGES

Italian	Native
French	Native
English	Fluent
German	Fluent
Spanish	Basic
Turkish	Basic