

# Postgraduate Program in Biotech and Pharmaceutical Industry

## PROGRAM

### OPENING SESSION

Introduction of the program to the students and MBTI test (personality test).

### CLOSING SESSION

Progress of students Personal Development Plan led by the coaches.

- Wendeline de Zan, Educator/Facilitator and Coach, Duke Corporate Education
- Alex Zak, Academic Director, Professor, Business Advisor, UC San Diego
- Horacio Moreno, Program Director (Business Development & Licensing specialist)

### KEYNOTE SPEAKERS

- Eduardo Sanchiz, Member of the Board, CaixaBank (Former CEO & Member of the Board of Directors, Almirall)
- Jordi Martí, President of ASEBIO

### COMPANY RELATED PROJECT

Work as team members in order to improve their leadership skills.

Analysis of a company of interest presented in front of the rest of students at closing of Program (read publicly available information, and then interview at least three people related to the company of choice).

- Mentored by Program's faculty and by Program Director (Horacio Moreno)

## 1. INTRODUCTION TO THE BIOPHARMA INDUSTRY

The global BioPharma sector today. Skills for a career in the sector.

- Horacio Moreno, Program Director (Business Development & Licensing specialist)
- Luis Ruiz, CEO Spherium Biomed
- Francesc Cartanyà, VP Corporate HR Operations, Grífols

## 2. DRUG DISCOVERY & DEVELOPMENT. INTELLECTUAL PROPERTY

### 2.1 Drug Discovery & Development

Close look at the drug development process stages with case studies taken from real world hands of the teachers.

- Thomas Eichholtz, Executive Director External R&D at Mundipharma Research Limited (UK)
- Marisa Vinyals, Preclinical Safety Assessment, Almirall
- Esther García Gil, Head of Tezepelumab and Duaklir, Global Medical Affairs, AstraZeneca

### 2.2 Drug Production

Pharmaceutical development of chemical and biological drugs and key issues. This section includes a visit to Almirall's pharmaceutical production plant.

- Jorge Medina, Industrial Development Manager, Almirall
- Carmen Boix, Process Chemistry Management, Almirall
- Eloi Crespo, Director Manufacturing, Almirall

### 2.3 Intellectual Property Protection. Patents

General concepts and insights in the key aspects of IP protection in the BioPharma sector with examples of real situations faced by companies due to IP issues.

- Agustín Alconada, Partner ABG Patentes, European Patent Attorney
- Pío Orviz, IP Department Director, Almirall
- Joachim Renken, European Patent Attorney, Hoffmann Eitle

## 3. REGULATORY AFFAIRS AND MARKET ACCESS

### 3.1 Regulatory Affairs

Overview of the key Agencies. Processes and timelines involved in this essential step leading to the approval for commercialization of new human medicine products with analysis of case studies. Pharmacovigilance.

- Xavier Luria, Former Head Safety & Efficacy of Medicines, European Medicines Agency

- Lidia Cánovas, General Director, Asphalion
- Judith García, Global Safety Senior Manager, Amgen

### 3.2 Pricing & Reimbursement. Market Access

Current role of payers as the ultimate clients for BioPharma companies. Value based pricing for drugs. Definition and use of Real World Evidence and health economic tools.

- Mercedes Prior, International Market Access Director, Grífol
- Oriol Solà-Morales, General Manager, HiTT (former Director, Catalan Agency Health Technology Assessment)

## 4. MEDICAL TECHNOLOGIES

Development, Regulatory Affairs, Pricing & Reimbursement, Market Access

Types of medical devices and their main development, regulatory and market access differences vs. drugs.

- Marta Palicio, Chief Innovation Officer, Biokit
- María Ángeles Muñoz, Regulatory Director, Pharmex
- Joan Salgado, COO Gendiag
- Oriol Solà-Morales, General Manager, HiTT (former Director, Catalan Agency Health Technology Assessment)

## 5. CORPORATE DEVELOPMENT, MARKETING AND SALES

### 5.1 Corporate Development. Partnering

Collaborations of all kinds as the main driver of growth in the BioPharma industry. Review of several real world case studies, offered from experienced dealmakers.

- Horacio Moreno, Program Director (Business Development & Licensing specialist)
- Case studies presented by: Julio Castro, CEO Palobiofarma; Olga Fidalgo, Corporate Director, Business Development & Innovation, Ferrer; Victoria Sevil, BD Manager Sanofi

### 5.2 Marketing, Sales & Communication

Different company cultures in the BioPharma industry and new trends in drug marketing and sales in a multi-regulated environment. Key tips about communication in this sector.

- Marga Paytubi, Head of Marketing, Bayer
- Marta Barbachano, Specialty Business Unit Manager, Zambon
- Álex Pérez, Head of Communications, Sanofi

## 6. ENTREPRENEURSHIP IN LIFE SCIENCES. FINANCING START-UPS

### 6.3 Entrepreneurship in the Life Sciences Field

Steps needed for the creation of a BioPharma start-up. Case studies

- Marc Martinell, CEO Minoryx Therapeutics
- Frederic Lordachs, Co-founder, partner & Global Business Development Manager, Doctoralia Internet

### 6.4 Financing Life Sciences Start-Ups

Main capital sources available to entrepreneurs.

- Horacio Moreno, Program Director (Business Development & Licensing specialist; Entrepreneur-in-residence, IRB Barcelona)
- Raúl Martín-Ruiz, Principal, Ysios Capital

## 7. LEADERSHIP AND PERSONAL DEVELOPMENT

### 7.1 Tool Box for the Biopharma Industry

Main tools BioPharma professionals use on a daily basis: market research, competitive intelligence and project Management.

- Jordi Aparici, Market Intelligence specialist (former Head of Global Market Intelligence, Almirall)
- Marc Soriano, Project Management Director, Almirall

### 7.2 Leadership & Personal Branding

Personal communication, influence and negotiation skills. Job interview tips offered by coaching and training experts.

- Wendeline de Zan, Educator/Facilitator and Coach, Duke Corporate Education
- Alex Zak, Academic Director, Professor, Business Advisor, UC San Diego



Postgraduate Program



Total 160 h - 18 ECTS



Monday to Thursday  
From 6.30 PM to 9.30 PM



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