

CHARALAMPOS IOANNIDIS

Dorieon 11, Agios Dimitrios, Athens, Greece

Military Obligations: Fulfilled

Date of birth: 07-10-1987

Tel: +30 6972255049

E-mail: ioannidisc@hotmail.com

PROFESSIONAL STRENGTHS

Experienced pharma industry professional with strong educational and academic background. Results oriented, seeking to utilize skills and contribute to your organization's growth and success in the international arena.

- Detail oriented, flexible and adaptable.
- Strong analytical, numerical and problem-solving skills.
- Excellent time and project management skills.
- Analytical thinking and team approach mentality.
- Maturity of judgment, tact, integrity and empathy.
- Ability to maintain effective working relationships with people of different national and cultural backgrounds.
- Easiness to adapt to new and evolving working environments.

WORK EXPERIENCE

SANDOZ HELLAS

APR 2022-Present

Brand Manager Oncology

Bio/Onco/Hospital

Responsible for Sandoz's portfolio in Oncology and for Immunology portfolio in Partners.

Specialties: Oncologists, Hematologists

- Develops brand strategy, promotional campaigns & tactical plans within marketing budgets.
- Prepares content of Integrated Brand Teams and Launch Teams.
- Runs market research programs & market insights for responsible brand and monitors/anticipates market development.
- Responsible for execution and monitoring of the tactical plans to ensure the growth of the brand(s)
- Lead the cross-functional local/regional brand Team, incl. coordination of Integrated Product Strategy Plan, and monitoring the execution of objectives.
- Monitor and control brand budgets, forecasts, expenses and assess the marketing mix of the product to evaluate cost effectiveness and results.
- Identifies area market insights and opportunity via customer interactions.
- Executes central marketing activities as well as regional initiated marketing activities,
- Monitors product performance and external environment using appropriate tools and taking corrective action if required to meet business objective.
- Responsible for the optimal sales force training
- Monitoring immunology portfolio in Partners to align with Sandoz objectives, strategy and internal procedures.

GENESIS PHARMA S.A.

Jan 2020-March 2022

Product Manager

Specialty and Rare Diseases Business Unit for Greece, Cyprus and Balkans.

Responsible for Vifor's Pharma portfolio which includes Ferinject, Velphoro and Veltassa (Launch).

Specialties: Nephrologists, Cardiologists, Hematologists, Internists.

- Responsible for the right implementation and enrichment of the strategic plan for the 3 products in relevant countries.
- Create and drive competitive marketing campaigns, sustaining products positioning.
- Develop and implement business plans.
- Create promotional materials.
- Train sales force team (product specialists) across the region.
- Budget control and implementation.
- Continuous interaction with KOLs.
- Leading the digital transformation of strategy & marketing activities.
- Involved in business development projects.
- Multiple cross-function collaboration for several projects.

GENESIS PHARMA S.A.

Dec 2016-Dec 2019

Product Specialist in North Greece

Specialty and Rare Diseases Business Unit

Specialties: Nephrologists, Cardiologists, Hematologists, Internists, Gastroenterologists

- Responsible for promoting medical products (Ferinject, Velphoro, and the orphan drugs Galafold and Onpattro)
- Best performance in 2018 and 2019
- Analyzing customer feedback with the aim to improve strategic promotion of the medical products
- Experience in rare diseases products
- Continuous interaction with KOLs
- Multiple cross-function collaboration for several projects
- Successful execution of business plans

GALENICA S.A.

JUL 2012-NOV 2016

Sales Representative in North Greece

Primary Care Business Unit

Specialties: cardiologists, internists, otorhinolaryngologists, orthopedists, gynecologists, dermatologists, gastroenterologists

- Largest sales and MS growth in Greece (2015).
- Development of Key Accounts (Private and Public sector).

EDUCATION

2017-2019

University of Macedonia, Thessaloniki

Executive Master in Business Administration (Executive-MBA).

Modules:

- Business Economics
- Accounting and Finance
- Marketing Strategy
- Negotiation and Decision Making
- Project Management
- Human Resources Management
- Operations Management

- Strategic Management
- Risk Management

2014-2015 **INSTITUTE OF SALES & MARKETING MANAGEMENT, in** collaboration with EEDE, Thessaloniki
Diploma in Sales Management. -Grade:94/100

2006 – 2011 **University of Macedonia , Thessaloniki**
Bachelor's Degree in Economics – Grade: 6.78

OTHER SKILLS

LANGUAGES

- Greek (Mother Tongue)
- English (Excellent written and spoken)
- French (Intermediate written and spoken)
- Spanish (Intermediate written and spoken)

COMPUTERS

- MS-Office Software Package (Excellent)

Founding member of the Environmental Group of University of Macedonia with a lot of activities on reducing the environmental footprint of the University (EMAS program).

REFERENCES

If you require any references, please contact me.