BIANCA SUÁREZ PRIETO

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Work Experience

Product Manager **May 11 – Jun 12**
Responsible for Neuroscience & Respiratory Portfolio
Novartis Chile

- Develop the annual marketing plan aligned with the Global & Regional strategy for each brand
- Define the marketing mix and ensure proper & timely implementation by the team

Marketing & Sales Operations Head LatAm **May 08 – Apr 11**
Market Intelligence & Sales Force Effectiveness Departments
Novartis LatAm Regional Office. Miami, USA

- Support Marketing & Sales strategic activities at Regional & Local level, strengthening the synergies across countries & global teams, ensuring alignment during key commercial processes
- Coordinate projects related to capabilities building in all countries
- Lead from planning to execution the MS & SFE off-shoring process to a Center of Excellence located in India
- Drive Regional projects related to productivity initiatives that imply common platforms and that require centralized guidelines for implementation & analysis

Sales Representative **Jan 08 – Apr 08**
Job Rotation
Novartis Venezuela

- Promote pharmaceutical products & services in the Respiratory field to physicians and healthcare professionals

Marketing Operations Manager **May 06 – Dec 07**
Market Intelligence & Sales Force Effectiveness Departments
Novartis Venezuela

- Provide support & analytical advisory to Marketing & Sales managers about strategic and tactical business issues based on market & Sales Force performance information
- Coordinate the consolidation and delivery of key Performance Indicators
- Develop analysis & data management approaches to deeply understand market dynamics
- Lead the market research projects for all brands assuring alignment with managers needs
- Build the Sales Force deployment according to the overall company's strategy and tactical plans

Market Intelligence Manager **Apr 05 – Apr 06**
Andean Subregion (Venezuela, Colombia, Ecuador & Peru)
Novartis Venezuela

- Build and lead market research projects for Andean countries according to different insights/needs
- Support regional and local teams by providing actionable, timely information regarding market dynamics, consumers & customers' needs
- Develop a data warehouse which consolidates market information regarding Andean countries

Market Intelligence Coordinator **Nov 04 – Mar 05**
Novartis Venezuela

- Design and analyze market research studies for all brands, drawing implications & making recommendations for action plans based on findings
- Evaluate market research vendors and purchase market research services, optimizing brands budget
- Lead the team to support key customers' analytical requests

Market Intelligence Analyst **Aug 02 – Oct 04**
Novartis Venezuela

- Automate and update standardized reports from external market audits
- Analyze, consolidate and correlate data, drawing conclusions and recommendations for Top Management
- Coordinate market research studies for specific brands

Internship. Marketing Department **Sep 99 – Jul 00**
Cargill Venezuela

- Design and update market & sales reports for analysis and presentations
- Liaison between the marketing department and external providers to design promotional material
- A&P expenses control

Education

Business Management DEC **Sep 15 - Present**
La Salle College. Montreal, Canada

Bachelor of Science in Economics **1995 – 2000**
Universidad Central de Venezuela. Caracas, Venezuela

Other Activities

Intensive French Program, Language & Culture **Sep 14 – Jul 15**
McGill University. Montreal, Canada

Mini-MBA: The Leader Development Program **Oct 07 – Dec 07**
Manchester Business School. Manchester, UK

Intensive English Program **Mar 01 – Sep 01**
Seattle University. Seattle, WA. USA