University Joints Industry

SERGIO MALAGRIDDA. Global Head

BARCELONA - MARCH 13TH 2019
The Story

“An adventure that started over 15 years ago to make high-quality affordable medicine. A non stop challenge”

2003
Foundation of Galenicum in Barcelona. API trading.

2007
First authorization for generic products in Spain.

2009
Granting of the first patent to Galenicum.

2010
Incorporation of the GSI subsidiary for food ingredients.

2012
Business set up in Chile, Peru & Brazil.

2013
Acquisition of a manufacturing plant in Madrid- SAG.

2013-2014
Recognized “Business of the Year” in the European Business Awards.

2015
Derma business incorporated.

2016
Launch of Food supplements “Stop & Go”.

2018-2019
First Galenicum- developed product approved by the USFDA.

Business set up in Colombia.

New growth plans 2024: Revenues X 2.
Footprint Today

5 businesses
+150 clients
+70% exports
+40 countries
+450 staff

Since 2003
- Corporate Office
- Commercial teams
- Supply & Customer Service
- R&D Hub
- Regulatory Affairs
- Quality Control
- Analytic Development

Since 2014
- Own manufacturing site: SAG Manuf.

EUROPE
- Partnerships and distribution agreements across all European countries

MENA
- Distribution:
  - Iran
  - Pakistan
  - Yemen
  - Kuwait

SEA
- Distribution:
  - Hong Kong
  - Vietnam
  - Thailand
  - Taiwan
  - Malaysia
  - Singapore

LATAM
- Partnerships in:
  - Mexico
  - Panamá
  - Ecuador
  - Dominican Republic
  - Brasil

US & Mexico
- Small GSI offices

Peru
- Sales Office
- Own brand ‘vitae’
- Own salesforce for pharmacies and hospitals

Chile
- Sales Office
- Own brand ‘vitae’
- Own salesforce for pharmacies and hospitals

Colombia
- Joint Venture

Barcelona
- Barcelona
- 240M

2019

“One ecosystem, five different businesses. One talent hub, global footprint. An ambitious plan ahead”

2024

240M

120 M
Our Talent

“High talented young professionals driven by strong values”
Marketing Area

Barcelona - March 2019
What do you think will your work be in 20 years?

What would you like your work to be in 20 years?

Who wants to be the general manager of a Pharmaceutical company?
Marketing in the industry

**BRAIN STORMING**

Which processes take place from the inception of a product/service till its consumption?

A. Idea to Design  
B. Design to Launch  
C. Launch to Death

Despite the difficulties of evaluating a product potential, the more accurate you are the more able you are to maximize ROI.
Marketing department involvement in each stage

Potential Assessment
Pack size
Regulatory Strategy
Brand name, Brand Positioning
Product presentation, Event organization, Team Training

Inception
Selection
Design
Market selection
Regulatory
Marketing Strategy
Branding
Before launch
At Launch
After launch

Formulation, Forms, Dosages
International markets selection
Channels, Promotions, Exhibitions
Pre-marketing
Annual marketing plans
The 6 P’s of the Marketing Mix

The 6 P’s of marketing sum up the dimensional breadth of a complete marketing program.
Marketing plan should include the places where the product will be available and through which channels.

- What are the dominant channels of distribution?
- Who are the intermediaries?
- What is our contribution within the value chain?
- How does the product get from the manufacturer to the end user?

**In practice...**

- Which is the optimal distribution channel for a premium 64€/litre olive oil?
- What are the implications of the channel selection?
- Is the product suitable for being sold through E-Commerce?
Place (2)

The placement and display of the products in a Pharmacy is also included in the marketing plan.

- Which is the best spot to market a product in a pharmacy?
- Which products would you display near the cashier?
- What should be the rule to organize products in the shelves?

In practice...

- Related items are displayed together to impulse cross selling
- Different products are displayed in vertical and using different colours
- The Top-Seller product must be displayed in the best place in the store
- Best offers and daily use goods should be displayed near the cashier
Processes

How the whole business is processed is a key factor of success of the marketing plan.

• How will be the customer service implemented?
• Are the communication channels of the company clear and efficient?
• What are the timeliness of the project?

In practice...

• What is the value created by Uber that made the difference in the Taxi sector?
• Have you ever experienced shopping at an Apple Store? Does it differ from other shopping experiences you had?
• Do you know Apple and UBER after sales services? Do they add value?
Working in marketing for the pharma industry

What is the market looking for
- Scientific background
- Inclination for business areas
- Analytical and problem solving
- Creative thinking, out-of-the-box
- Results oriented

One day in the office
- Update marketing plans
- Marketing materials elaboration
- New projects development

Career development
- Marketing internship
- Junior Product Manager
- Brand Manager
- Marketing Manager
- Business Unit Manager
Thank you