

MARIA ELENA SOFFIENTINI

PROFESSIONAL PROFILE:

I am a Market Access & Public Affairs Director with thirty years of experience in pharmaceutical and medical devices multinational companies. My expertise and in-depth knowledge of the sector have led me to cover multiple managerial roles: Sales, Public Affairs, Advocacy, Pricing, National and regional access, tenders. I thrive in a fast-paced entrepreneurial environment to successfully leads teams through complex ambiguous market challenges to exceed corporate goals.

Reimbursement negotiation ♦ Legislative and regulatory framework and process ♦ Impact of National and Regional Healthcare reforms ♦ HTA ♦ MEAs ♦ Public Private Partnership ♦ Innovative educational programs for Payers ♦ Commercial Operations ♦ Tender ♦ University Master Teacher

PROFESSIONAL EXPERIENCE: MARKET ACCESS & PUBLIC AFFAIRS

- 2019 March – 2019 October, Lundbeck, Milan

Market Access & Public Affairs Director (2 Market Access Managers, 2 RAMs, 1 Dept. Assistant)

Accountable for Pricing, Market Access, Public & Government Affairs Strategies and Media Relations for Pierre Fabre Pharma Italy. Accountable for AIFA negotiations and relations. Accountable for Tender Office. Italy Board of Directors Member. Pierre Fabre Pharma Delegate at Farindustria at "Regional Institutional Affairs Working Group".

- 2019 March – 2019 October, Lundbeck, Milan

Market Access & Public Affairs Director (4 Market Access Managers, 4 RAMs, 1 Tender Specialist and 1 Dept. Assistant.)

Accountable for Pricing, Market Access, Public & Government Affairs Strategies for Lundbeck Italy. Accountable for AIFA negotiations and relations. Accountable for Tender Office. Italy Board of Directors Member. Lundbeck Delegate at Farindustria at "Regional Institutional Affairs Working Group" and "Federchimica" at "Pharmaceutical Governance Group".

- 2019 January - March Sanofi, Milan - Rome

Public Affairs Lead Italy

Accountable for the Cardiovascular and Diabetes BU and Franchise to own, manage, maintain and increase relationships with targeted stakeholders at Central and Regional Government levels as well as other organizations relevant to develop and support the appropriate patient adoption of Sanofi Medicines. Responsible of creation and execution of action plans, collaborating closely with heads of Medical, Regulatory, Marketing & Sales, Communication & Strategic Development and teams, ensuring a consolidated approach. Understand the external & internal policies in order to achieve defined strategies for Cardiovascular and Diabetes policy in Italy. Delegate to represent Sanofi at meetings, public events relevant to Cardiovascular and diabetes diseases.

- 2017 - 2018 Johnson & Johnson Medical Devices, Rome

Market Access Lead Italy (9 Market Access Directors and 2 Dept. Assistants)

Accountable for Market Access and Public Affairs Strategies of Ethicon, Biosense Webster, Depuy Synthes. Accountable of all project involving Payors and Decision Makers at a Local, Regional & National Level. Directly connected with HEMA and Government Affairs EMEA depts, always working cross-functionally with sales and marketing. Italy Board of Directors Member. JnJ Delegate at Assobiomedica, Regional Institutional Affairs Working Group.

- ✓ *Creation and implementation of JnJ MD Market Access Framework*
- ✓ *Speaker at multi-stakeholder meetings*
- ✓ *1st Italian University Program on Medical Devices for Hospital Pharmacist and Procurement Officer, Chief Medical directors (UNICAM)*
- ✓ *Public-Private Horizon Scanning Project on Digital Surgery*
- ✓ *Growing of production factors of Lap-Colon Procedures in Campania Region*
- ✓ *Infection Prevention Project*

- 2012 - 2017 Celgene, Milan

Market Access Associate Director (8 KAMs and 2 Tender Office Specialists)

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March 14, 2023



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Accountable for Commercial Market Access, Tender Office and commercial operation (Italy), for all Celgene disease areas. Accountable for project involving Hospital Pharmacist, Procurement Officer and Procurement Regional Bodies. Celgene delegate at Farmindustria "Public Procurement Working Group".

- ✓ *Founder of Tender Office, done 1st SOP of Celgene Tenders process*
- ✓ *"debt collection Project for Revlimid" due to Temporary price reductions" related to Innovation*
- ✓ *Italian Champion at EMEA Market Access Dept for EU Market Access project to launch Otezla (apremilast)*
- ✓ *"Access Curve Adoption project" for monitoring and executing the launch of Imnovid and Otezla.*
- ✓ *1st Italian University Program with both University Credits and CME for Hospital Pharmacists*
- ✓ *Abraxane Double Price Project*

- 2010 - 2012 Chiesi Farmaceutici, Parma

Public Affairs Manager & KAM Coordinator (4 KAMs).

Accountable for Public Affairs and Market Access Strategies at Chiesi Farmaceutici S.p.A. Accountable of Patient Association, clinical and non-clinical Scientific Societies. Accountable of Payor and Decision Makers at a Local and Regional Level, in NW Italy. Chiesi delegate at Farmindustria, Regional Institutional Affairs Working Group.

- 2009 - 2010 MSD, Rome

Public Affairs Lead (6 RAMs)

Accountable for Public Affairs and Market Access of all MSD products and of all projects involving Payors and Decision Makers at Local, Regional & National Level. PMO of Italian Board of Directors.

- 2007 - 2009 MSD, Milan

Public Affairs Manager

Accountable for Public Affairs and Market Access of all MSD products and of all projects involving Payors and Decision Makers at Local, Regional Level in Liguria, Piedmont, Lombardy and Valle D'Aosta.

PROFESSIONAL EXPERIENCE: SALES

- 2004 - 2007 Area Manager - MSD, Genoa 10 REPs Team Manager.
- 2000 - 2004 Hospital Sales Specialist - MSD, Milan.
- 1997 - 2000 Sales Representative - MSD, Milan.
- 1992 - 1997 Sales Representative - IFB Stroder, Milan (*Servier Group*).

COLLABORATION WITH ACADEMIC INSTITUTIONS:

- 2017 - today: Pavia University, Milan; Faculty Member at Postgraduate Master "Marketing Management in the Pharmaceutical Industry".
- 2022 - today: LUISS Business School, Rome; Adjunct Professor at LUISS Business School
- 2017 - 2021: LUISS Business School, Rome; Market Access Lecturer at "Executive Master Pharmaceutical & Healthcare Administration".
- 2009 - today: Pavia University, Milan; Market Access Professor at Postgraduate Master "Marketing Management in the Pharmaceutical Industry".
- 2016 - 2021: Alma Laboris Business School, Rome; Market Access Professor & Faculty Member at Postgraduate Master "Managing & Marketing in Pharma Industry".

EDUCATION

- 2012: Public Affairs and Communications 1st level Master, UNISU, Rome.
- 2010: Health Technology Assessment & Healthcare Economic Evaluation, SDA Bocconi, Milan.
- 2010: EMPHA, Executive Healthcare Pharmaceutical & Administration 2nd Level Master, LUISS Business School, Rome.
- 2008: Knowing and managing relations with Italian Regional Healthcare System and local healthcare Unit, SDA Bocconi, Milan.
- 1992: Degree, Faculty of Geophysics, University of Milan.

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SKILLS & INTERESTS:

- Computer Skills:** Experienced in the adoption and implementation of IT solutions and platforms for the optimization of cross-functional project and interactions. Advanced knowledge of the Office Package.
- Languages:** Italian (native speaker), English (fluent).
- Sport:** Karate Instructor, 5th Dan Karate Black Belt. Individual and Team Karate Italian Champion 1985 and 1986.

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