

NANCY MITRI



Contact Information

Home address: Daychounieh, Beirut, Lebanon
Phone number: 009613642884
e-mail address: nancymitri87@gmail.com
Date of birth: 21 November 1987
Nationality: Lebanese
Gender: Female

Objective

Seeking a senior management position in a specialty-driven company where my strategic, operational excellence & leadership skills will be fully maximized to exceed projected revenue growth, following a track record of eight-year successful experience in launching integrated brand plans across the Middle East & North Africa region, developing and implementing regional & local brand strategy through continuous cross-functional coordination, putting customers at the core of the plans

Educational History

2010:

Professional Masters in Biology & Drug Promotion:
BIOTECCO: BIOlogie et TEChniques de COmmercialisation
Lebanese University, Faculty of Sciences, Fanar, Lebanon

2009:

Teaching Masters in Biology
Lebanese University, Faculty of Sciences, Fanar, Lebanon

2005-2008:

Bachelor in Biology
Lebanese University, Faculty of Sciences, Fanar, Lebanon

2004-2005:

High School Double Baccalaureate Degrees (Lebanese & French Baccalaureates - TSG) in Mathematics branch

Collège des Soeurs des Saints-Coeurs, Sioufi, Lebanon

Languages

Tri-lingual: Full professional proficiencies in reading, writing & speaking

- ✓ ARABIC (Native)
- ✓ ENGLISH (Fluent)
- ✓ FRENCH (Fluent)

Professional History

January 2025:

Project Manager appointed by the Business Development Lead to execute the business plan for ACORAMIDIS (Transthyretin stabilizer to treat cardiomyopathy ATTR-CM) in GCC & Algeria.

This cross-functional comprehensive project that was shared with Bridge Bio company exceeded their expectations which led to partnering with Biologix.

2022-Present:

Regional Brand Manager, responsible of the MENA region, handling the cardiometabolic franchise at **BIOLOGIX FZCO**, a regional pharmaceutical company – headquarters in UAE Freezone.

Reporting in solid line to the Cardiometabolic Franchise Lead.

In charge of developing, leading and implementing regional & local integrated brand plans:

- ✓ **Launching AMARIN** Cardiology brand: Vascepa® (Icosapent Ethyl) in UAE, Kuwait, Qatar KSA & Bahrain
- ✓ **TAKEDA** Nephrology brand: Fosrenol® (Phosphate binder) in Lebanon & UAE
- ✓ **ADVANZ** Electrophysiology/Emergency/Cardiology brand: Brinavess® (Vernakalant) in Lebanon, Kuwait & UAE

2020-2022:

Regional Brand Manager, responsible of Oncology/Hematology brands at **BIOLOGIX FZCO** in the MENA region:

- ✓ **CHIESI** hematology brand: Ferriprox® (Deferiprone) in the MENA region handling: Lebanon, KSA, Kuwait, UAE, Oman, Qatar, Bahrain, Algeria & Iraq
- ✓ **IPSEN oncology** portfolio: Decapeptyl® (Triptorelin) Launching new indication of breast cancer in addition to the prostate cancer), Somatuline autogel® (Somatostatin analogue)

Launching new delivery system in Neuro-endocrine Tumors & rare disease endocrinology indication of Acromegaly & Cabometyx® (Cabozantinib) Launching new indication of hepatic cell carcinoma in addition to the renal cell carcinoma in Lebanon

- ✓ Launching a recent locally manufactured oncology generic of Ondansetron molecule: Nozentrix® by **ALGORITHM SAL** in Lebanon

Reporting in solid line to the Oncology/Hematology Franchise Head.

- ✓ In addition, assigned for a role of people management for a new Brand Manager recruit in the oncology/hematology franchise; main task is to train, support, integrate, manage & develop the newcomer
- ✓ Project manager in Business Development Department to acquire new pipeline in the oncology/hematology & cardiology franchises such as **Incyte, Novartis (legacy portfolio), Sesen & Ferrer** in the MENA region

April-July 2020:

- ✓ Transition Manager representative of the company (**BIOLOGIX FZCO**) to lead the cross-functional project of business handover to **IPSEN** upon contract expiration of oncology brands with **BIOLOGIX FZCO** in the Gulf & North Africa region
- ✓ Following orchestrating a successful transition from **BIOLOGIX FZCO** to **IPSEN** defined as best practice by both companies, assigned by the Franchise Lead to issue an internal company SOP for "business handover- contract expiration with Principal" approved & signed by the heads of all departments and effective as of 1st of September 2020

2017 - 2020:

Regional Brand Manager, handling **IPSEN** oncology products at **BIOLOGIX FZCO** in the MENA region, reporting in solid line to the Franchise Lead, in charge of:

- ✓ Decapeptyl®/Diphereline® (Triptorelin: GnRH Agonist class)
 - ✓ Somatuline Autogel® (Lanreotide: Somatostatin Analogues class) oncology & rare disease product
- in the Middle East & North Africa region.

Designing, implementing, launching & closely following-up on execution of integrated global & operational local brand plans in the different countries: Lebanon, UAE, KSA, Kuwait, Oman & Morocco

2015 - 2017:

Brand Manager at **ALGORITHM SAL** servicing **BIOLOGIX FZCO**, handling:

- ✓ **RECORDATI** Brand: Lomexin® (Fenticonazole) in the Gulf countries: UAE, Kuwait & Qatar
- ✓ **IPSEN consumer healthcare line** exclusively in Lebanon: Smectalia® (Diosmectite) Tanakan® (Ginkgo biloba), Fortrans® (Polyethylene Glycol Electrolyte Solution) & Forlax® (Macrogol 4000) as well as generics locally manufactured by **ALGORITHM SAL**: Exonar® (Esomeprazole generic) and Myxen® (Fluconazole generic)

My job description in the marketing department is focused around successful engagement with different internal & external stakeholders at each level:

- To manage communication with **PRINCIPALS: RECORDATI, IPSEN consumer healthcare & IPSEN oncology, Chiesi, Amarin, Advanz & Takeda**, partners of **ALGORITHM SAL & BIOLOGIX FZCO** in the MENA region:
- To set yearly strategy for every brand, projecting 5Y Long Range Plan with a profitable growth in sales & in market shares as aligned with the global vision while leading the cross-functional 3M teams (Marketing, Market Access & Medical) & sales teams for the excellence in execution
- To conduct frequent marketing trainings & patient-centric role-plays/handling concerns with every country team (at least once per cycle), customizing the messages based on market dynamics & needs of customers
- To create creative branding campaigns & e-detailing and to share patient-centric cycle messages with the sales teams every quarter for all markets
- To be budget owner & cost-conscious of the commercial/marketing activities
- To follow-up on proper execution of the plan ensuring needed clearances from different departments (compliance, medical, legal, regulatory & marketing) abiding by the company's Standard Operating Procedure and as aligned with principles of corporate business ethics
- To prepare for the annual kick-off meeting of the franchise with full-day schedule for every brand; main objective is to motivate all the country teams in the beginning of every year

2014 - 2015:

Product Specialist/Key account manager at **ALGORITHM SAL** in Lebanon working on Dysport® (Abobotulinum Toxin Type A) – **IPSEN** Product, in Lebanon, handling half the country's territory, from Hamra to South. Targeting Neurologists, Plastic Surgeons and Dermatologists.

Awarded:

November 2014: Dysport® Best achiever in the MENA region entitled to incentive trip to Brazil organized by **IPSEN specialty care** for the best achievers in the intercontinental area

2011-2014:

Medical representative in Urology/Gynecology Line at **ALGORITHM SAL** in Lebanon. Responsible of promoting Exonar® (Esomeprazole generic), **MSD** product: Proscar® (Finasteride), **IPSEN** product: Decapeptyl® and launching **NIPPON SHINYAKO** 4th generation fluoroquinolone: Kinodrox® (prulifloxacin) in East/West Beirut, Bekaa & Maten areas (Targeting military, MOH hospitals in addition to private sector)

2007-2009:

Part-time Job: Trainer Waitress at CHILI'S – Achrafieh, Lebanon (BRINKER INTERNATIONAL Food & Beverage chain of restaurants - Headquarters in USA)

Appointed:

July 2009-August 2009: International Front of the House Captain Trainer & Member of CHILI'S opening team – Amman, Jordan

Competencies & Skills

- Passionate about my role in the pharmaceutical marketing; “I love what I do every day and all day long, I found my purpose”
- Fully dedicated & committed to deliverables
- Self-motivated with high ability to motivate & inspire others
- Ethical, Transparent & Trustworthy
- Excellent in Presentation & Training skills
- Situational Leader
- High impact communication & negotiation skills
- Problem solver
- Creative & Initiative
- Responsible & accountable
- Cross-functional team worker & driver of cooperation
- Strong verbal & written communication (Reporting) skills
- Strategic marketing plan developer & operational excellence
- Expert in development of promotional tools, branding & digital marketing
- Expert in organizing physical, virtual & hybrid meetings at local & regional levels

Hobbies

- Reading
- Writing
- Piano playing

References

To be furnished upon request