Pablo Farinella



PERSONAL INFORMATION

- Date of Birth: 24/10/1981
- Marital Status: Married
- Cell Phone: +54 9 11 6148 8422
- Email Address: farinellapablo@gmail.com
- Home Address: Av. de los Lagos 6595, Barrio Portezuelo. Ed Boulevard, 2nd Floor, Apartment C, Zip Code 1670, Tigre, Buenos Aires, Argentina
- LinkedIn: https://www.linkedin.com/in/pablo-farinella

PERSONAL PROFILE

I am a transformational, efficient, charismatic and inspirational leader, with more than 15 years of experience and proven aggressive businesses growth performance of multiple and diverse markets within the Health Care Industry (mass consumption, Rx health care & medical devices) for multinational companies in Argentina and Chile. I have had a remarkable success in leading outstanding commercial teams and people development. My goal is to continue contributing in business development & management, building high performance teams, while impacting deeply in customers and patient´s life.

EXPERIENCE

ALLERGAN (an ABBVIE Company)
Business Unit Director Allergan Aesthetics, LATAM South Region (Argentina and Chile)
Jun 2013 – Present Time (> 8 years)

- Holistic business leadership (Marketing & Commercial) for 3 portfolios: Injectables (Botox® and Juvederm®), Capital Equipment (CoolSculpting®) & Breast Implants
- P&L accountability
- In charge of wholesalers
- People development and engagement
- KOL's relationship
- Headcount in charge: 28 colleagues (marketing and commercial managers, sales force and analysts)

ALLERGAN (an ABBVIE Company)
Product Manager Allergan Aesthetics (Argentina)
Apr 2012 – Jun 2013 (1 year and 2 months)

- Marketing strategies & tactics definition and execution
- New products launch (Vycross)
- Medical educational events
- Marketing budget accountability

- KOLs, Scientific Societies and customers fluent interaction
- Participation in national and international congresses

HOYA LENS
Marketing Manager (Argentina)
Aug 2009 – Feb 2012 (2 years and 6 months)
- Startup business to commercialize ophthalmic lens
- Marketing strategies & tactics definition and execution for multiple stakeholders: patients, ophtalmologists, opticians.
- Development of customer loyalty program, trade initiatives and mass media plan
- Marketing budget accountability

BAYER CONSUMER CARE
Assistant Brand Manager (Argentina)
Jan 2008 – Aug 2009 (1 year and 7 months)
- Support execution of marketing plan for Prevention, Antiacid and Antiallergic, Cold & Flu products
- Development of Omni-channel communication strategy
- Promotional budget follow up
- Aspirina Prevent® (enteric coated) launch
- Audits data analysis and insights

BAUSCH & LOMB
Marketing & Commercial Analyst (Argentina)
Dec 2004 – Jan 2008 (3 years and 1 month)
- Support marketing and commercial plan execution for Pharma Eye Care, Surgical and Vision Care
- Ocuprost® (Glaucoma) and Ocuvite DM (Macular Degeneration) launches
- Responsible for market access expansion (HMO agreements)
- Distributors and wholesalers management
- Sales and market trend reports and insights
- Job rotation as Pharma and Surgical Sales Representative (6 months)

AWARDS
- 2018 (Allergan – Best Business Unit Director of LATAM): LATAM President´s Club.
- 2019 (Allergan – Best Business Unit Director of LATAM): LATAM President´s Club.

EDUCATION
- Postgraduate (2014): Specialization in Pharmaceutical Marketing. UB. Buenos Aires, Argentina.
- Undergraduate (2008): Bachelor's in Marketing. UCES. Buenos Aires, Argentina.

LANGUAGES
- Spanish: Native speaker
- English: Advanced level

CHARACTERISTICS AND INTERPERSONAL SKILLS
- Energetic, committed and empathetic, with high levels of self-motivation, innovation and creativity combined with the right sense of priority, accountability and results
- Trustworthy and solid long-term relationships developer
- Great talent developer

HOBBIES AND INTERESTS

Family | Reading | Music | Sports | Cooking

UPON REQUEST

Mauro Naddeo: https://www.linkedin.com/in/mauro-naddeo-22058b1/
Simone Agra: https://www.linkedin.com/in/simoneagra /
Carlos Raffinetti: https://www.linkedin.com/in/craffinetti/
Ethel Invernizzi: https://www.linkedin.com/in/ethel-invernizzi-9905a65/
Juan Carlos Grosso: https://www.linkedin.com/in/juan-carlos-grosso-22b613/
Carina Tarzia: https://www.linkedin.com/in/carina-tarzia-a7119112/