MARIA NAZARENA VIDAL

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PROFESSIONAL SUMMARY

Medical degree graduated from the National University of Rosario, Santa Fe, Argentina.
Solid background in Medical Affairs and Research & Development with 16 years of experience in multinational laboratory (the last 6 years, developed in management positions).
Currently in the role of Therapeutic Area Head of Ophthalmology, Luxturna (Gene Therapy) and Respiratory.

EXPERIENCE

09/2019 to Current

THERAPEUTIC AREA HEAD Ophta, Luxturna & Respiratory
Novartis Argentina
Main responsible for the therapeutic medical strategy planning according to the business needs, set up clear directions in helping to prepare the market for the launch of a new product.
Leadership in cross-functional teams of the therapeutic area in all process related to the maintenance cycle and launch of products to the market: Marketing, Sales, Patient Program, Access, Research and Development.

Provide to Commercial and Marketing departments with the appropriate ethical and scientific foundations to develop activities related to the promotion of products in order to ensure that promotional materials and activities are of high scientific quality and appropriate to internal promotion policies, international standards, and local regulation, in order to guarantee the veracity of the medical-scientific contents of the promotional material.

Responsible for the accurate execution of the budget allocated to the therapeutic area.
Interaction with the regional/global Therapeutic Area in order to achieve participation and supervise the medical aspects that arise during the implementation of global and local clinical studies in the country.

07/2019 to 07/2020

MEDICAL LEAD MATURE PRODUCTS, STRATEGIC ALLIANCE and BD&Ls
Novartis Argentina
Helping to shape business strategies for mature products based on local evidence.
Development of strong technical skills to maintain and improve medical relationships and communications with Partners/Third Parties.
Contribution with the access strategy for mature products in the BD&L process.
Reviewing and Update of Mature Products Labelling.
Medical supervision and reviewing of Non-promo and Promotional Materials of Mature Products.

07/2017 to 09/2019 **OPHTHALMOLOGY MEDICAL MANAGER**
Novartis Argentina
Main responsible for the execution of the Medical Plan according to the needs of the area.
Responsible for the engagement with the main stakeholders: KOLs, Scientific Societies, Payors.
Development, implementation and control of promotional and non-promotional materials according to local regulations. Support in the entry and permanence of the products in the market, collaboration with clinical research.
Cross-functional interactions with Marketing, Commercial, Access, Patient Support Program.

01/2017 to 07/2017 **CRA GROUP HEAD, CRA Manager**
Novartis Argentina
Supervision and allocation of monitors for site evaluation, monitoring and related activities according to the complexity of clinical studies and resources availability. Evaluation of performance and KPIs determined for the position. Ensure quality control and modality of work in accordance with international standards of Good Clinical Practices as well as local policies and national standards.
Direct reports in field position: 14 Monitors (CRAs)

01/2013 to 01/2016 **CLINICAL STUDY MANAGER**
NOVARTIS ARGENTINA
Responsible for the supervision, planning, execution and reporting of Phase I to IV clinical studies.

10/2006 to 01/2013 **SENIOR CRA, CLINICAL LEAD, PROJECT LEAD**
NOVARTIS ARGENTINA

10/2005 to 10/2006 **Clinical Research Associate**
ECLA (CRO)

CORE QUALIFICATIONS

- Global vision, tactical and strategic analysis & mindset.
- Customer focused – External (Country specifics regulations, reimbursement process, approvals)
- Teamwork abilities (cross-functional teams).
- Focused in Development and People Career.
- Resilient in complex, changing and challenging environments.

EDUCATION

2006 **Postgraduate**: Medical, Scientific and Environmental Communication
Pompeu Fabra University – Barcelona, Spain

2005 **Specialization in Gynecology & Obstetrics**:
National University of Rosario □ Rosario, Santa Fe - Argentina

1998 **Medical Degree**: Medicine
National University of Rosario □ Rosario, Santa Fe - Argentina

LANGUAGES

Fluent English (Oral and written)