NATALIA VALERIA GÓMEZ

PhD in Biological Sciences, Specialized in Marketing and Negotiation
38 years old (September 24th, 1981, Argentina)
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PROFESSIONAL PROFILE

I am a professional in biology, with proven skills in technical, scientific and commercial areas, fully oriented to the development of business strategies and cost/benefit implementation of state-of-the-art technologies at the service of the health sciences.
Specialized in the development and adjustment of marketing plans in close collaboration with the sales force, supporting the needs in the field with the tools required by the market.
Excellent communication skills with key opinion leaders in the health area that guarantee their collaboration in scientific communication activities.

I enjoy providing solutions of high value to public health, driven by the challenge of finding the best way to implement them in an increasingly challenging market.

PROFESSIONAL EXPERIENCE

BioMérieux Argentina – Buenos Aires, Argentina. (01/ 2020- actual)
Product Manager of Immunoassays - Marketing Area

Main Tasks:

- Focused on the Launch of new products of High Medical Value. Developing the strategy to ensure the right positioning of the products in an early stage including the creation of an appropriate KOL network and the corresponding Market Access actions.
- Maintaining and ensuring the growth of the Rapid diagnostic test panel for effective triage in the emergency department in a patient presenting respiratory, coronary and sepsis symptoms.

BioMérieux Argentina – Buenos Aires, Argentina. (06/ 2015- 01/2020)
Product Manager of Molecular Biology - Marketing Area

During the four years I have been in charge of the Product, I ensured the positioning of FilmArray as THE rapid syndromic analysis tool in the laboratory community of microbiology and infectious disease physicians (adults and pediatric). Giving special focus to the diagnosis of respiratory infections.

Main Tasks:

- Design and responsibility in the fulfillment of local marketing plans for the molecular biology lines for clinical diagnosis. Following the guidelines from the Global.
- Aligned Work ensured by periodic meetings and reports of results to the head office, located in Utah, United States.
- Segmentation of the market, Identification of business opportunities and key accounts. Collaborative work very aligned with sales.
- Support of commercial operations (sales consultants, clinical implementation specialists and application specialists) in strategy, tools, product knowledge.
- Responsible for sales forecasting, handling pending orders in case of stock breakdown, resource allocation, product availability of the line in charge.
- Analysis for forecast of annual budget and 5 years.
- Joint work with the sales force to demonstrate the global cost-benefit analysis of new technologies to Decision makers of Health Institutions.
- Market Access, contact and joint work with decision makers of the health system (private and public).

- Building a long-term relationship with opinion leaders in the medical area of infectious disease (adults and pediatricians), intensive care units and laboratory of microbiology and molecular biology.
- Work with Medical Societies to promote research in the areas of Antimicrobial Stewardship (Merieux Foundation Award SADI 2016 and 2018) and work with scientific committees to generate consensus and guidelines (Sepsis Commission, SATI).
- Collaboration and encouragement for the design and development of scientific work of users and Key Opinion Leaders together with Medical Affairs unit (Hospital italiano, Hospital Notti, Hospital Austral, Hospital Zona Norte de Rosario, etc).
- Analysis, development and implementation of promotional activities (User meetings, congresses, symposiums, advisory boards, etc.)
- Collaborative work for regional events with the subsidiary of Brazil, Chile, Colombia and Mexico.
- Multichannel Marketing
  - Webinars: Content delineation together with local KOLs and call to the public for mass emailing and online campaigns.
  - LinkedIn: Shared administration with the other PM`s of the @bioMerieux Clínica profile. News, events, and various scientific and commercial content are shared in this profile.

BioMérieux Argentina – Buenos Aires, Argentina. (04/ 2014- 05/2015)
Application Specialist Molecular Biology with Product Specialist Tasks - Customer Service Area

- Commitment oriented to meet customer needs
- Technical / scientific support to clients. Training for the use of Molecular Biology and Immunoassay technologies
- Training of the sales force in reagents and instruments.
- Record of the activities carried out to follow up and guarantee the traceability of the information.
- Collaboration with the design and development of scientific works, validations, etc. with the Marketing area.
- Collaboration in events for the presentation and dissemination of products with the Marketing área
- Collaboration with sales in the identification of new business opportunities.
- Work together with the technical service personnel to facilitate the resolution of problems.

Genlab del Perú – Lima, Perú. (08/ 2013- 01/ 2014)
Application Specialist of Molecular Biology - Customer Service Area
References: General Manager, Jorge Ramirez: jramirez@genlabperu.com, tel: 51- 01203-7500 Annex 203.

Biosystems S.A – Buenos Aires, Argentina. (11/2012 – 05/2013)
Commercial and Applications Advisor in Molecular Biology - Sales Area
References: Sales Manager, Dra. Mariana Vila Pérez: vilaperez@biosyst.com.ar, tel: 54-114854-7775

INBIOMED, Laboratorio de Fosfatasas como Transductores de Señales, Departamento de Bioquímica Humana, Facultad de Medicina, Universidad de Buenos Aires. (02/2008 – 11/2012)
Doctoral Fellow with Scholarship from the National Council of Scientific and Technical Research (CONICET)

- Subject: "Hormonal regulation and functional role of phosphatase MKP-2 in the synthesis of Testosterone".
- References: Lab Director, Dra. Cristina Paz: crispaz@fmed.uba.ar, tel: 54-114964-4027

Departamento de Bioquímica Humana, Facultad de Medicina, Universidad de Buenos Aires. (03/2009 – 11/2010)
Assistant Professor.

- Function: Dictation of classes, assistance to the titular professors in the preparation of practical works in the laboratory, resolution and explanation of exercise guides.

- References: Titular professor, Dra. Alejandra Gorostizaga: agorostizaga@hotmail.com, tel: 54-114964-4027

Instituto de Biología Celular y Neurociencias Prof. de Robertis. Laboratorio de Neurobiología del Desarrollo. (06/2005 – 09/2007)

Project Associate.

- Subject: "Expression of the uPA receptor throughout the development in chicken optic lobe"
- References: Lab Director, Dra. Viviana N. Sánchez: vsanchez@fmed.uba.ar.

ACADEMIC EDUCATION

Ph.D in Biological Sciences – Universidad de Buenos Aires
Facultad de Ciencias Exactas y Naturales, Universidad de Buenos Aires.
Thesis Defense date: September 20th of 2013. Outstanding qualification

Bachelor of Biological Sciences
Facultad de Ciencias Exactas y Naturales, Universidad de Buenos Aires. Graduated in Septiembre of 2007.

Postgraduate Courses

Diplomatura SAMF® en Marketing & Negocios para la Industria Farmacéutica – Universidad Abierta Interamericana en conjunto con la Sociedad Argentina de Marketing Farmacéutico, (May - December 2018)

Marketing Estratégico en la Era Digital – Escuela de Negocios, Educación Ejecutiva. Universidad Torcuato Di Tella. (Aug-Nov 2016).

Curso de Marketing - Programa Integral – Capacitarte, Facultad de Ciencias Económicas UBA (Aug – Dec 2015)

Neuroendocrinología Comparada, Departamento de Biodiversidad y Biología Experimental, Facultad de Ciencias Exactas y Naturales, Universidad de Buenos Aires. (Mar 2012).

Biología del Desarrollo Embrio-Placentario. Eventos anómalos y Teratogenicidad. Departamento de Biodiversidad y Biología Experimental, Facultad de Ciencias Exactas y Naturales, Universidad de Buenos Aires. (Oct 2011).

Curso de Monitoreo de Ensayos Clínicos, Fundación de Estudios Farmacológicos y de Medicamentos (FEFyM), Buenos Aires, Argentina. (Oct - Nov 2010).

Cáncer, de la Investigación a la Clínica, Instituto de Biología y Medicina Experimental (IByME), Buenos Aires, Argentina. (Mar - Aug 2010).

Herramientas para el Análisis Estructural de Ácidos Nucleicos y Proteínas, Departamento de Química Biológica, Facultad de Ciencias Exactas y Naturales, Universidad de Buenos Aires. (Jun- Jul 2009).

Ingeniería Genética, Departamento de Fisiología, Biología Molecular y Celular Facultad de Ciencias Exactas y Naturales, Universidad de Buenos Aires. (Aug - Dec 2008).

OTHER KNOWLEDGES

Idiomas
English: High Level written and oral.
French: Initial Level.

Technology: Sales Force. Office pack, SAP, Photoshop, etc.

PUBLICATIONS

"MAPK Phosphatase-2 (MKP-2) Is Induced by hCG and Plays a Role in the Regulation of CYP11A1 Expression in MA-10 Leydig Cells". Endocrinology, Apr 2013

"Modulation of albumin-induced endoplasmic reticulum stress in renal proximal tubule cells by upregulation of mapk phosphatase-1". Chem Biol Interact., Oct 2013
"MAP kinase phosphatase-3 (MKP-3) is transcriptionally and post-translationally up-regulated by hCG and modulates cAMP-induced p21 expression in MA-10 Leydig cells". Molecular and Cellular Endocrinology, May 2013.
"Cisplatin inhibits testosterone synthesis by a mechanism that includes the action of reactive oxigen species (ROS) at the level of P450scc". Chemico-Biological Interactions, Sep 2012.
"MAPK phosphatase-1 (MKP-1) expression is up-regulated by hCG/cAMP and modulates steroidogenesis in MA-10 Leydig cells". Endocrinology, Jul 2011
"Valproic acid alters mitochondrial cholesterol transport in Y1 adrenocortical cells". Toxicology in Vitro, 2010 Aug 21.