DANIELA BERMEJO

I am committed to fostering innovation and prioritizing a client-centric approach in all aspects of my work. My entrepreneurial mindset has been a driving force behind my success in enhancing products and services, delivering impactful solutions to internal and external clients, as well as agency partners. With extensive industry knowledge, a solid academic foundation, analytical acumen, and a background in sales, I actively contribute to the growth of products and services, consistently achieving positive business outcomes.

CONTACT

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Córdoba, Argentina

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SKILLS

Communication Skills:

- Interpersonal Communication
- Scientific Communication
- Presentation Competency
- Customer Engagement
- Teaching online
- Networking

Problem-Solving:

- Critical Thinking:
- Strategic Thinking
- Develop Proactive Solutions
- Achieve Objectives
- Goal-directed Work

Teamwork and Collaboration:

- Partnership
- Remote Work
- Flexible Work
- Territory Management

Time Management:

- Adaptability:
- Work Under Pressure
- Organizational Skills
- Open-Mindedness

WORK EXPERIENCE

BUSINESS DEVELOPER

May 2023 - Present

DermoCOVID - A Biotech start up - USA & Europe

- Strategic Planning and Execution: Led comprehensive planning, data synthesis, and analysis for strategic initiatives, enhancing business agility and responsiveness to changing markets.
- Agile Methodology Implementation: Established agile practices, fostering a dynamic work environment that accelerated projects and improved team collaboration.
- R&D Solution Alignment: Aligned cutting-edge R&D with biotech and Pharma industry needs, bridging innovation to practical application for industry advancement.

CUSTOMER ENGAGEMENT LEAD

Aug 2022 - May 2023

Sanofi - South Cone (AR, CL, PY, UY)

- Digital Engagement Strategy: Developed and implemented a holistic digital engagement strategy for medical and marketing, effectively communicating scientific information across diverse digital platforms.
- Customer Relationship Building: Oversaw digital channels to strengthen customer relationships, using digital tools for better engagement and communication.
- Tailored Customer Journeys: Crafted customized customer journeys to optimize interactions and satisfaction.
- Remote Engagement Excellence: Successfully engaged with remote customers and agencies, ensuring seamless collaboration despite geographical distances.
- CRM Enhancement: Customized our team's CRM tools, improving efficiency in managing customer relationships and enabling data-driven decision-making.
- Global Strategic Achievement: Developed and executed global strategic plans, fostering business growth and long-term sustainability.
- Digital Training & Mentorship: Mentored and trained team members, fostering a customer-centric approach to capture healthcare professionals' attention and build loyalty.

DANIELA BERMEJO

EDUCATION

Business Administration

Universidad de Belgrano

2015-2016

Clinical Studies Monitor

Fundación de Estudios Farmacológicos y de Medicamentos (FEFyM)

2014

Immunology Post-doctorate

CONICET & Seattle Children's Research Institute (USA)

2010-2013

Doctor of Philosophy (Ph.D.), Chemical Sciences

Universidad Nacional de Córdoba & University of Birmingham (UK)

2005-2010

Degree in Clinical Biochemistry

Universidad Nacional de Córdoba

1998-2003

WORK EXPERIENCE

CLINICAL SCIENCE ASSOCIATE *May 2013 - May 2023*

Sanofi Genzyme - Argentina

- Medical Access Advocate: Specializing in biotechnological medicines for Rare Diseases, Oncology, Multiple Sclerosis, and Immunological disorders, all of which involve high-cost therapies.

With expertise in product launch strategies and execution.

Demonstrated excellence in both remote and in-person interactions, to provide guidance and insights in the field.

- Developed and selected Key Opinion Leaders (KOLs) and Digital Opinion Leaders.
- Managed patient follow-up projects and conducted training activities for healthcare team members.
- Provided scientific and technical support to healthcare professionals.
- Ensured access to current medical and scientific information on products and therapeutic areas.
- Actively attended relevant meetings and conferences of Scientific Societies.
- Managed territory effectively for maximum impact.
- Conducted segmentation and targeting activities.
- Assisted physicians in accessing company products for patients while adhering to legal and regulatory requirements.
- Stayed updated on competitor intelligence, including product strategies, research, and positioning, and communicated relevant information within the company.
- Collaborated cross-functionally and worked as part of a team to achieve objectives effectively.
- Opportunity Recognition for Impact: Consistently excelled in identifying opportunities to make a positive impact, contributing to the organization's growth.
- Enhancing Medical Access: Achieved impactful outcomes in promoting access to essential therapies, exceeding set targets through a combination of medical expertise, dedication, and improved patient access.
- Collaborative Healthcare Engagement: Collaborated within the healthcare ecosystem, partnering with patient associations, hospital organizations, and social welfare institutions to ensure patients have access to the appropriate therapies they need.
- Awareness Building Initiatives: Led the organization of specific events and participated in congresses to raise awareness of and address the primary challenges related to patient therapy access.
- Strategic Communication: Utilized strategic thinking and communication skills to create compelling presentations that resonated with both internal teams and external stakeholders, including key opinion leaders and academic centers, resulting in increased engagement.

DANIELA BERMEJO

LANGUAGES

Spanish Native

English

Proficient *(First Certificate Approved Cambridge)*

Work References:
Available upon request.

WORK EXPERIENCE

POSTDOCTORAL RESEARCH FELLOW
Apr 2010 - Apr 2013

CONICET & University of Washington

- Research Collaboration: Actively contributed to the conception, design, and execution of research projects, tackling defined problems.
- Data Management and Analysis: Maintained meticulous records of research findings and conducted statistical analyses to derive meaningful insights from the data.
- Project Scenarios and Interpretation: Designed, executed, and interpreted scenarios for analysis projects, providing solutions to pertinent questions.
- Publication in High-Impact Journals: Authored and supported scientific papers published in prestigious, peer-reviewed journals, including Nature Immunology as first author.

ASSISTANT PROFESSOR
Apr 2004 - Apr 2013

Universidad Nacional de Córdoba - Argentina

- Lesson Planning: Developed engaging lessons for both classroom and distance learning, fostering effective learning experiences.
- Course Enhancement: Enhanced Immunology courses by revising objectives, instructional materials, and assessment strategies, aligning them with evolving educational needs.
- Innovative Teaching: Employed creative teaching methods to inspire student learning and achievement.
- Instructional Materials: Designed materials and exercises to demonstrate practical applications of course concepts, enhancing comprehension.
- Student Evaluation: Assessed and monitored student performance, providing detailed reports on academic progress and areas for improvement.

DOCTORAL RESEARCH FELLOW
Apr 2004 - Mar 2010

CONICET

- Doctoral Thesis: Authored and successfully defended an Outstanding-rated doctoral thesis.
- Research Design: Formulated meticulous research methodologies contributing to groundbreaking discoveries in Immunology. Publication and Presentation: Published research findings in esteemed peer-reviewed journals and presented at high-profile seminars and meetings.
- Data Analysis: Skillfully collected data and discerned key trends. Research Internship: Completed a research internship at the Institute of Biomedical Research, University of Birmingham, United Kingdom.
- Lectured over 10 dissertations at conferences, seminars, reunions, and scientific international meetings in both Spanish and English, networking with highly specialized professionals and KOLs in the field, being an active member of the Argentinian Society of Immunology (SAI)