**Delphine PAGANO**

**Double diploma: Pharm.D & HEC Business School Diploma (Paris)**

**EXPERIENCE**

**BAYER PHARMACEUTICALS (6 years)**

**General Manager Bayer Israel** since Nov 2022

• Leading the Country leadership Team for all the Divisions (Pharmaceuticals, Consumer Health, Crop Science) and Departments (Enabling Functions, Clinical Operations, Digital Hub) of Bayer Israel

• Country Division Head for Bayer Pharmaceuticals leading the Pharma Leadership team for the whole portfolio of the organization (Ophthalmology, WHC, Oncology, Cardiovascular/cardiorenal, other illnesses)

**Business Unit Head Ophthalmology (Marketing & Sales)** Oct 2020 – Nov 2022

• Therapeutic Area Global Leadership Team Member & French Bayer Pharmaceuticals Leadership team member

• Affiliate lead for new digital & multichannel approach to maximize customer experience

• Responsible for the country Integrated Brand Plan combining brand strategy, KAM approach and innovative services with high value solutions

**Head of Medical Affairs Ophthalmology**  Jan 2019 – Sept 2020

• Medical Core Team Member with the Global

• Medical lead for the Integrated Brand Strategic Plan in coordination with the Business Unit

• Responsible for data generation & interpretation: interventional studies, observational studies, institution sponsored collaborative studies, publications following ad boards

**Medical Advisor Ophthalmology** July 2017-Dec 2018

• Coordination with the Marketing team to build the strategy & develop Medico-Marketing projects

• Responsible for the management of national medical events & Literature screening

**NOVARTIS PHARMA (6 years)**

**MSL Ophthalmology**  Jan 2015 - June 2017

• KOL engagement plan: data dissemination and KOL management

• Cross-functional coordination for project management and local partnerships

• Follow-up of ongoing clinical studies and feedback of new study projects / experts’ opinion

**Marketing Lead Diabetes**  Jan 2013 - Dec 2015

• Responsible for the Integrated Brand Strategic Plan coordination with cross-functional teams

• Market analysis, product performance monitoring, competitive intelligence

**Established Medicines Product Manager** May 2011 – Dec 2012

• Management of a portfolio of 30 established medicines

• Responsible for the Integrated Brand Strategic Plan coordination and implementation