

## **Manuel A Alvarado Morales**

3690 Normandy RD,  
Cleveland OH 44120 USA  
Phone: +1 (847) 274 2123 • nane2501@hotmail.com

### **Summary**

Multi-Cultural executive with 18 years of international commercial experience in the health care industry with exceptional success in pharmaceutical and biologic products. Key achievements in P&L management, sales, marketing, product development, profitability growth, and project management. Cultivated hundreds of relationships with wide variety of stakeholders; such as: key opinion leaders, government officials and patients associations.

### **Accomplishment**

Led Latin America (cross functional team) to become the first region in the world to achieve market leadership (42.5% Market Share) with the HUMIRA Psoriasis indication.

Expanded a global awareness program from 3 countries to 19 in two years that improved market access, in order for patients to obtain effective disease treatment.

Created the only set of international data on how psoriasis patient suffers from the disease through the execution of a survey involving 17k participants in 21 countries.

Achieved Class “A” Business Excellence certification for Venezuela as the change sponsor for all functions to accomplish their work with new processes and procedures. Then provided consultation to all LA countries in order to maintain their certification.

### **Career History**

#### **SUMAC, Chicago IL US**

Marketing Director / Business Development 2014 - 2015

#### **Loyola University Chicago, Chicago IL US**

MBA concentration International Business 2012 - 2013

#### **Abbott Laboratories HQ, Chicago IL US**

Senior Product Manager Immunology (HUMIRA) 2010 - 2012

Commercial Manager Latin America 2007- 2010

#### **Abbott Laboratories, Caracas Venezuela**

Commercial Director, Primary Care Venezuela 2006

Commercial Director Hospital Division and Commercial Services 2005

Hospital Division Business Unit Manager 1998 - 2005

National Sales Manager - Hospital Division. 1997

National Sales Manager - Nutritional Division. 1997

#### **Baxter Caracas Venezuela**

Sales Executive Government Institutions 1996

IV Therapy Promotion Coordinator 1996

Nutritional Product Junior Product Manager 1995

## RELEVANT WORK EXPERIENCE

### **Marketing Director / Business Development**

April 2014 to May 2015.

**SUMAC Inc**  
Chicago, IL USA

SUMAC is an international consulting, construction, and professional services firm dedicated to energy efficiency, sustainability (renewable energy) and high performance buildings.

Managed the strategic marketing initiatives with regards of corporate presentations, sales support, and also I have developed the foundations for the email campaigns. In June 2014, I moved to Cleveland with business development responsibilities over Ohio, Florida and later Texas.

### **Global Senior Product Manager Immunology (HUMIRA)**

International Marketing, June 2010 to April 2012.

**ABBOTT Laboratories**  
North Chicago, IL USA

Led marketing programs for all the affiliates globally to build relationships with external stakeholders (patient, physicians & policymakers) to raise disease awareness and compliant with regulations (Medical, Legal and Public Relationships). Imparted guidance to the public affairs and patient relationship teams globally. Designed and implemented programs that form the cornerstone of the marketing strategy and improved access to medication.

- Expanded the “Under The Spotlight” program (<http://www.underthespotlight.com>), from 3 countries to 19. This included a series of documentaries that demonstrate the burden of psoriasis on a person’s life. It was the cornerstone communication mechanism for all stakeholders; and was also submitted to the WHO and UN to improve how psoriasis is perceived and open market access to effective medications.
- Successfully supported the International Federation of Psoriasis Associations (IFPA) in their planning, submission and achievement of Special Consultative Status in the United Nations (ECOSOC). Included coordinated actions with affiliates globally.
- Created the only set of international data on the patient’s side of their intense suffering from psoriasis. This was completed through the 3 year execution of surveys that more than 17k participants within 21 countries. (<http://www.psoriasisuncovered.com>)

### **Commercial Manager Latin America**

Abbott International, July 2007 to May 2010.

**ABBOTT Laboratories**  
North Chicago, IL USA

Managed specialty care product portfolio, specifically: drug development; regulatory approvals for the region; clinical development; commercial planning, submission, approval and follow up of business plans for 11 country affiliates throughout LA. Led the Latin America HUMIRA Psoriasis indication commercial launch. Full P&L responsibility including: sales, margin and budget expenditure to achieve financial plans.

- Grew sales 87,5 % in USD from 2008 to Plan 2010 (\$287 MM).
- Led LA to become the first region in the world to achieve market leadership (42,5% market share) with HUMIRA, psoriasis indication, by developing a multifaceted marketing strategy and adapting it to meet the needs of individual countries.

### **Commercial Director, Primary Care**

Abbott International, May 2006 to June 2007.

**ABBOTT Laboratories**  
Caracas, Venezuela

Led a team of more than 80 people from different areas including: sales, marketing, market research, training, sales force productivity and event management. Launched the first Over The Counter pharmaceutical product line with active promotion in media in LA.

- Increased sales by 21% USD from previous year that lead to a total business of more than \$50 MM USD. Achieved net margin improvement to 30% in less than a year.
- Achieved Class “A” Business Excellence certification for Venezuela as the change sponsor in the customer service function and general coordinator for all functions when need it.

### **AWARDS RECEIVED**

**BETA GAMMA SIGMA MEMBER.** Beta Gamma Sigma is the international honor society serving business programs accredited by The Association to Advance Collegiate Schools of Business. Is the highest recognition a business student anywhere in the world can receive in a business master’s program. This membership is based on outstanding scholastic achievements. November 2013.

**CHAIRMAN’S AWARD.** Awarded by the C.E.O. of ABBOTT LABORATORIES in recognition of excellent performance and outstanding results for the Hospital Division in the year 1998.

**3 PRESIDENT’S AWARD received (2003 – 2004 – 2006)** Awarded by the Executive President of the International Division of ABBOTT LABORATORIES in recognition for excellent performance and achievement in Venezuela.

**NUMERO UNO AWARD.** Awarded by the Executive President of the International Division of ABBOTT LABORATORIES to the affiliate executive committee in recognition for the best Affiliate performance in 2005.

### **EDUCATION**

**LOYOLA UNIVERSITY CHICAGO, Quinlan School of Business** **Chicago IL**  
Master in Business Administration (MBA), concentration in International Business, November 2013. Graduation with honors.

**UNIVERSIDAD CATOLICA ANDRES BELLO** **Caracas DF**  
MBA, as a part time student, completed more than 60% of the credits while working in a position that required significant travel time.

**UNIVERSIDAD CENTRAL DE VENEZUELA** **Caracas DF**  
Bachelor of Science with a Major in Nutrition and Dietetics, November 1992.

### **OTHER RELEVANT TRAINING**

**I.E.E.M Universidad de Montevideo.** **Montevideo Uruguay**  
LA/C Mid Level Development Program, 36 hours program. December 2005

**StratX.** **Orlando FL**  
Brand Strategic Planning Process. 40 hours program. February 2002

**Erlanger Inc.** **Buenos Aires Argentina**  
The Strategic Edge, 40 hours program. May 2001

**PMV de Venezuela.** **Caracas Venezuela**  
Use and benefits of the Pm and INTE reports. 20 hours program. October 1999

**Erlanger Inc .** **Montreal Canada**  
Marketing plan in action. 40 hours program. November 1998

**Communispond, Inc. English Resource Center.** **Caracas Venezuela**  
Presentation Techniques Program for Executives, 24 hours program. March 1996

**Languages:** Spanish-Native of Venezuela, English Fluent.