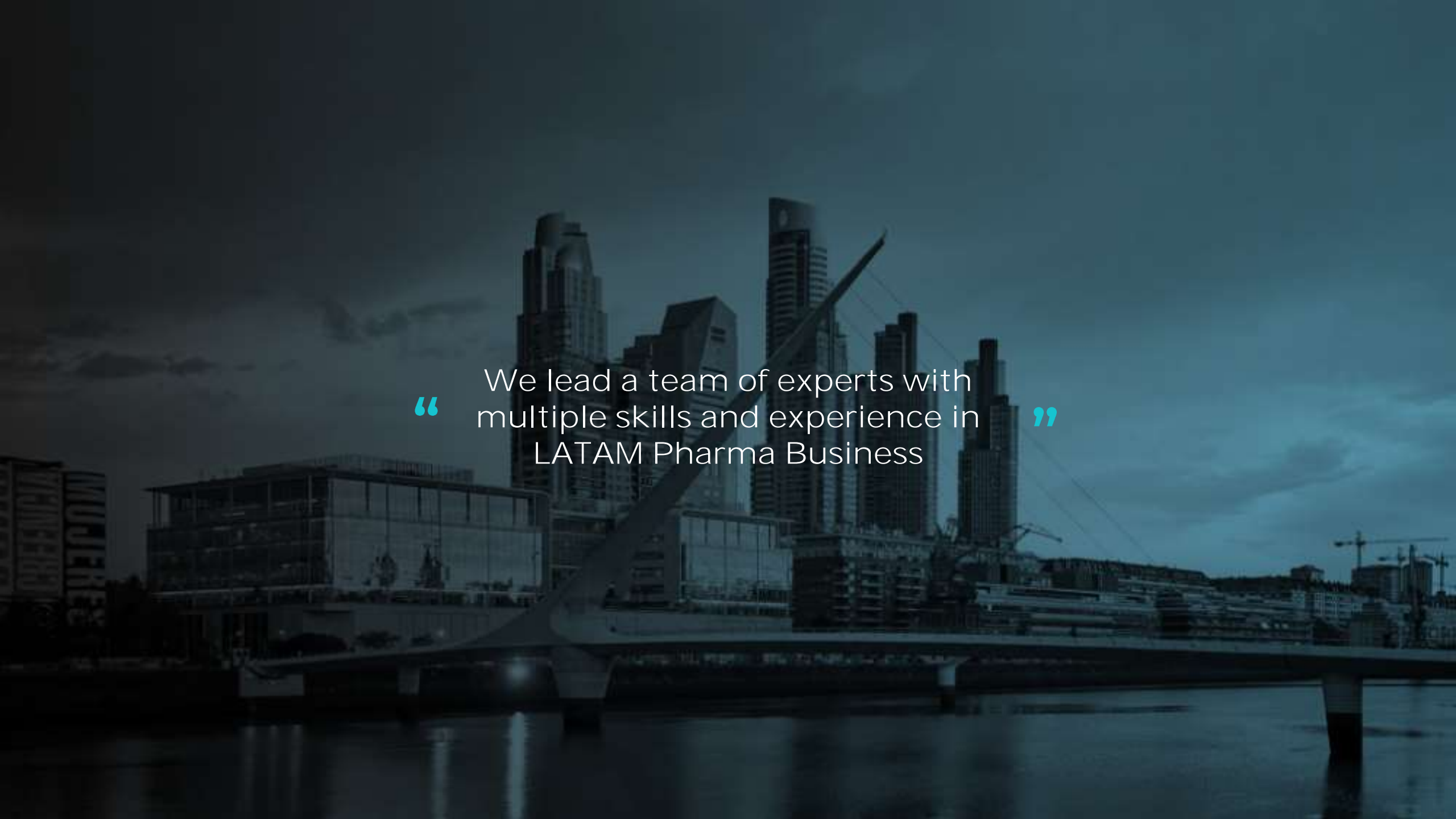




Training & Consulting for Pharma in LATAM

www.i-brokers.info



“ We lead a team of experts with
multiple skills and experience in
LATAM Pharma Business ”

WE ARE



LAURA GIACOSA
DIRECTOR

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Academic Director of Business Intelligence courses for Pharma at ESEADE, Access and Health System at the Academy of Medicine and Pharmaceutical Marketing Diploma at UCES.

Previously, she worked for Janssen Argentina & Andes, Sanofi Argentina and Close Up.



LAURA VÁZQUEZ
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Academic Director of the Pharmaceutical Marketing Diploma at UCES and Visiting Professor of the Corporate Education Program at UCA

Previously, she worked for Pfizer, Pharmacia, Searle, Sintyal, and Beta Laboratories.



WE DO



Consulting



Training



CONSULTING



- Market Research
- Portfolio Analysis
- Sales Force Sizing & Deployment
- Segmentation & Targeting
- Sales Force Incentives
- LEGO SERIOUS PLAY
- Specialty Markets assessment
- Access consulting
- Performance dashboards
- Competitive Intelligence
- Patient Advocacy Support
- Marketing Support

16 years - More than 140 Clients in 12 LATAM countries



TRAINING



Within UNIVERSITIES

- Annual Diploma
- Intensives one-week

ILT

- MULTI-COMPANY
- IN-COMPANY

VILT

- MULTI-COMPANY
- IN-COMPANY



TRAINING CONTENTS



- Pharmaceutical Marketing
- Business Intelligence for Pharma
- Market Access
- Patient Advocacy
- Pharma Audits workshops
- Segmentation & Targeting
- Sales Force (Rep's & DM's) Training
- Access Negotiation MOCKUPS
- Territory Management (Rep's, DM's, MSL's)
- Biotech & Specialty Markets
- NLP applied to Pharma marketing and sales communication
- Emotional Selling, Storytelling
- Negotiation
- War Games
- In Partnership with Bioxentys: Regulatory – Production- Quality - GMP



TRAINING - a successful history



- 2007 First Edition Business Intelligence for Pharma at ESEADE University
- 2011 IMS Agreement for Training Programs in LATAM
- 2015 First Edition Market Access -ESEADE University
- 2016 First Edition Patient Advocacy Course
- 2016 First Edition Business Intelligence for Pharma in Mexico & Colombia
- 2016 Digital Marketing for Pharma at UB University
- 2017 First Edition Pharmaceutical Market at UCES University
- 2018 First Edition Business Intelligence for Pharma in Chile
- 2018 First editions on-line trainings (VILT)
- 2019-2022 More than 20 different programs and 1000 participants each year

More than 400 courses
More than 7000 attendees to multi-company and in-company courses



PARTNERDHIPS










BRANCHES

BILAU CONSUTING SA – Argentina
BILAU INTERNATIONAL LLC – USA for LATAM



**Countries where we have
Developed projects**



- | | |
|--|---|
|  México |  Perú |
|  Guatemala |  Paraguay |
|  Colombia |  Uruguay |
|  Ecuador |  Argentina |
|  Brasil |  Chile |
|  Bolivia |  Honduras |



SOME CLIENTS

- ABBOTT
- ABBVIE
- ALCON
- ALLERGAN
- AMGEN
- ANDROMACO
- ARGENTIA
- ASOFARMA
- ASPEN
- ASTRA
- BAGO
- BALIARDA
- BAUSCH LOMB
- BAYER
- BECTON DICKINSON
- BMS
- BIOGEN
- BIOPAS
- BIOTOSCANA
- BOEHRINGER ING
- CAEME
- CASASCO
- CATALENT
- CELNOVA FARMA
- COFAR
- DANONE
- DICRINFA
- DIFARE
- DOMINGUEZ
- ECAR
- ECZANE
- ELEA
- ERIOCHEM
- FAPASA
- FARSIMAN
- FERRING
- FRESENIUS
- GADOR
- GALDERMA
- GENOMA
- GENZYME
- GSK
- HERSIL
- ICUVITA
- IMA
- INVESTI
- IVAX
- JANSSEN
- LKM
- LOREAL
- MERCK SERONO
- MERZ
- MSD
- MEDICAMENTA
- MUNDIPHARMA
- NESTLE
- NOVARTIS
- NOVO NORDISK
- NUTRIBABY
- ORGANON
- OXAPHARMA
- PFIZER
- PHOENIX
- POEN
- PIERRE FABRE
- RAFFO
- RAYMOS
- RICHET
- ROCHE
- ROEMMERS
- SANDOZ
- SANOFI
- SAVANT
- SEQIRUS
- SIEGFRIED
- SINERGium
- SHIRE
- TAKEDA
- TEMIS LOSTALO
- TRB FARMA
- TUTEUR
- UCB
- UMICORE
- VIIV



THANK YOU!

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