
Esther Llagostera Soto

PERSONAL DATA

Date of Birth: 10/08/1957
Nationality: Spanish.

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PROFESSIONAL GOAL

Commercial and Marketing Management and Medical Marketing. Keep stable in the long term the confidence, relationship and success with the customer, fulfilling their needs and anticipating the risks in order to offer innovative solutions. Ensure that the company reaches the business goals with a qualified, professional and committed human team, bringing the maximum contribution to the success of the global organization.

CONTRIBUTION

Wide experience in projects related with marketing and scientific advisory (Medical Marketing) in several multinational companies in the pharmaceutical sector and also in marketing of different services. In recent years, she had diverse roles in other sectors related to health technology as Molecular Diagnostics Systems in oncology processes and e-Medicine. She is acting as external advisor on marketing, customer segmentation, referrals and opinion leader's relationship, and implementation of sales strategies.

CAREER HISTORY

Sanest Consultores S.L

Barcelona 2.000 – Nowadays.

Audispana Clark Norris

Madrid 1995 – 1997

Pharmacia AB

Barcelona 1987 – 1990

Laboratorios Sandoz

Barcelona 1986 – 1988

Corp. Int. Ratin

Barcelona 1981 - 1986

Services of advisor and implementation in commercial functions.

Advisor Partner

Services of Mystery Shopper and Customer Service Quality.

Marketing Manager.

Ophthalmological Products.

Division Marketing Manager and Medical Marketing.

Pharmaceutical Specialties.

Product Manager. Medical Marketing.

Empresa privada de tratamiento de plagas y medioambiental.

Technical Manager. Part Time.

MAIN ACHIEVEMENTS

- Cultural change from the familiar or local distribution in the process of professionalism and change in internal procedures.
- Motivation, development, and commitment of the commercial teams, both at group and personal levels, consolidating the development of the sales and the professional development of the collaborators.
- Design and put in practice Marketing Plans in the sectors of Services, Pharmaceutical Products and Medical Devices.
- Implement, since the beginning, customer awareness and segmentation, starting with the needed actions to consolidate relationship with them and regular purchasing of products and services.
- Establish Referrals and Opinion Leaders networks in Medical Devices sector organizing their contribution to the commercial product development and technical training for the end users.

EDUCATION

Licen. in Medicine and Surgery (75-81) – UCB.
Post grade in Medicine (82- 83)
MBA Full time (84-86) – ESADE.

PERSONAL COMPETENCES

Personal and commercial relations, empathy and confidence.
Communication skills both at personal and public level.
Market oriented and customer partnership.
Strategic marketing vision and problem solver.

PROFESSIONAL COURSES

Lots Training in Strategic Management. Uppsala
Sales skills (Xerox y Brian Tracy).
Dynargy Management and motivation of Human Teams

Training on Product Management in the Pharmaceutical Industry. Basilea (Switzerland).
Audit processes for Service Quality and Customer Satisfaction procedures. Atlanta (USA)

LANGUAGES

Catalan / Spanish: Mother tongue **English:** High level **French:** Conversation.
