



A 23 YEARS CAREER IN PHARMA COMPANIES WITH 15 Y. OF INTERNATIONAL ACHIEVEMENT IN EXECUTIVE COMMITTEES

A 1ST PART, STARTED ON MARKETING & SALES OPERATIONS WITH MEDICAL ACTIVITIES TO MAINTAIN CONTACTS AND TO KEEP SCIENTIFIC EXPERTISE

A 2ND PART STILL BUSINESS ORIENTED, DEVELOPING NEW SKILLS, USING DIGITAL TECHNOLOGIES FOR INNOVATION IN MARKETING & COMMUNICATION

A 3RD ONE, FOCUSED ON EXECUTIVE AND P&L MANAGEMENT, SEEKING RESOURCES AND STRUCTURES OPTIMIZATION, BUSINESS TRANSFORMATION

A 4TH PART, TO DEVELOP AGILITY & FLEXIBILITY MANAGING START-UPS WITH THE EXPERIENCE OF PROCESSES AND BUSINESS ORIENTATION

2019-04 - PRESENT: Chief Operating Officer

Orthodromie Consulting for Remedium (Paris, Dublin)



- Focused on business agility and flexibility, managing start-up with the experience of processes and business orientation, helping as well Big Healthcare Companies to revamp their digital mutation: Validate the Vision, Strategy and governance: advisor for owner/chairman/VCS',
- Prioritize commercial focus: accelerate turnaround, Understand, consolidate and reshape the P&L, reduce cash burn, Confirm & select human competencies, Maximize communication & marketing, Develop & Create partnerships with relevant stakeholders, Verify assumptions.

2017/07 – 2019/03: VP & Chief Medical Officer

Interaction Healthcare for Simforhealth (Bordeaux, Boston, Paris)



A new international start-up (55 people), spin-off from Interaction Healthcare group, focus on Digital Simulation for HCP, on a global platform. Built a new competitive approach to develop Industrial & Academic partnerships with 3 strategic pillars: Business, Digital and Science

2016 - 2017: SVP, Strategic & Business development

Phytofair (Martinique)



A confidential project in course of IP, branding, R&D (clinical, galenic) and field production for a new international start-up
Led the foundation of a new dermo-cosmetic and medical device company. A concept based on fair business with Bio & Phyto resources

2010 - 2015: Executive Director of Marketing Services & Communication

Novartis (Paris, Basel)



Aligned support functions to Business objectives for Novartis France (Specialties, Primary Care and Oncology) & Novartis Foundation

- Drove the synergy, the Customer Demand management and the deliverables for a more agile structure, customer driven: Communication, Patient Groups, Advertising, Digital operations, Training, Congresses & Events, Professional relationships, Reps BackOffice and suppliers, CRM & Shared tools, compliance,
- Led the Innovation/Customers/Operation Committee and the Digital Transformation committee, Member of the Management committee, member of the Country Executive Committee (all Divisions: Sandoz, Vaccines, Alcon, OTC, Animal health), Member of the Merger Steering Committee, Member of the Global Communication Leadership Team

Member of the French Executive Committee – direct report to the President – Functional report to HQ Basel. 100 staff in the team + 60 ext. with 5 direct reports and 3 lines of management. Productivity (8 to 10% /y.) 80M€ with a full P&L responsibility + 2,5M€ / Foundation

2001 - 2010: Chief Digital Officer & Communication Director

Wyeth – Pfizer (Paris+ Europe)



2007 - 2010 Communication Director

The corporate communication serving business and operational needs (Vaccines, Biotech's, Oncology, Inflammatory diseases)

- Established an integrate Communication for products, patient groups, Market-access and corporate operations (France & Europe)
- Lead a head office and field commitment communication with the Multi-customer Engagement strategy

2001 - 2010 Chief Digital Officer

Strategy and management of e-Operations: Marketing/Sales, Training and Communication. (Hospital, Primary Care, Biotherapies, Vaccines)

- Built the over innovation with Digital solutions for field web-CRM sites with all sales forces focus on Customer 360
- Established the European guidelines and worldwide best practices for eBusiness integration. Remediated the merger on platforms

Member of the French Executive Committee. Report to the President + Functional to EMEA. 10 people in the team and transversal projects (France / Europe) for an integrated central solution: DocteurW.com Ranked #1 platform during 8 years, 45 mobile Apps, 15 Podcast channels ranked on the iTunes medicine Top 3. 1st edetailing remote platform with X2,5 Market share in 3 months. Impact of Disease Awareness Campaign X5 including digital operation on Adv. equivalent

1997 - 2001: Head of the Gastroenterology franchise / New Technologies Director

Beaufour-Ipsen (Paris)



- Foundation and management of the communication business unit of new media with integration in the marketing/sales strategy
- Strategic redefinition of historical laboratory franchise, increase sales, launching GE product, optimize the 12 products portfolio

1992-1997: Senior product manager / Medical Manager / Clinical Manager / Sales

Servier (Paris)



- Marketing positions on Cardiology, Endocrinology, Infectious diseases. Field Positions in Cardiology and CNS

OTHER CONTRIBUTIONS

STRATEGIC PARTNERSHIPS / LOBBYING



- **EIT Health (Body of EU) Mentor & Coach (MCN European program)**
- **LeLabEsanté Digital eHealth ThinkTank** (BigData, AI & Privacy, Connected-Objects, wellness & prevention): *President & animator*
- **Union des Annonceurs (UDA) Union des Marques French Branding Union:** *President, Health division, relationships with Authorities*
- **LEEM French Pharmaceuticals Trade Union:** *Communication Board Member, Digital advisor*

TEACHING / MENTORSHIP / CONFERENCES & PUBLICATIONS



- **Léonard de Vinci Institute:** *Pedagogic board member & teacher (Communication MBA and Digital Msc)*
- **University & MBA schools (HEC, ESCP, Engineering, Pharmacy):** *Professor / Mentor / Trainer / Thesis director*
- **Imagine Genetic Foundation:** *Digital advisor for Strategic visibility & Funding*
- **50 times Chairman, speaker or author** *as a Digital expert and eHealth influencer*

MEDICAL EXPERIENCE



- **APHP-Paris Hospitals:** *12 years EMS Practician (SAMU de Paris, 94, 78). Instructor in Emergency Care (Red Cross).*
- **Garde Républicaine:** *Medical Officer (Military Service) – National Defense Medal (Bronze Honor)*
- **Debré & LeDantec Hospitals & Bushland:** *Paediatric dept, Volunteer Resident in Dakar, Senegal*

EDUCATION – QUALIFICATIONS



- 2015 - **Executive Program INSEAD:** TGM Certificate in Global Management
- 1992 - 1993 – **MBA ESI Science University P&M Curie:** Sales & Marketing Management
- 1983 - 1993 - **Doctor in Medicine Faculté de Médecine de Paris Pitié-Salpêtrière:** « Very Honorable » Degree, qualification as GP

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Mobility: **Europe / Remote positions**



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