



CARMEN TELLO

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Born in Zitácuaro, México (May-1965)

Associate consultant, BioEstadística, S.C. 2010 to present.

PROFESSIONAL STRENGTHS

- Knowledge and management of clinical research processes in pharmaceutical industry.
- Organizational oral and written communication skills to conduct training programs for doctors, nurses, sales staff and patients.
- Marketing management, including:
 - Marketing strategies.
 - Branding.
 - Basic formulary.
 - Strong relationships with KOL (key opinion leaders).
 - Design and implementation of launching campaigns in the following therapeutic areas:
 - Oncology and hematology
 - Supportive therapy in oncology
 - Neurology
 - Urology
 - Cardiology
 - Palliative care
 - Diabetes
 - Infectious diseases
 - Women's health
 - Anesthesiology
 - OTC (over-the-counter) products
 - Medical devices (infusion therapy, diagnostic devices and other therapeutic areas)
- Deep knowledge of the processes and procedures for developing new business, including chronic and difficult to diagnose conditions such as orphan diseases.
- Ability to handle multiple tasks and work under pressure.

LANGUAGES

- **Spanish and English.**

PROFESSIONAL SOCIETIES

- 2017-up to date: Chamber of Commerce.
- 2009-2010: Clinical Oncological Society of Australia (COSA).
- 2005-2009: American Society of Clinical Oncology (ASCO).
- 1999-2002: International Association for the Study of Pain (IASP).

MAIN POSITIONS AND RECENT ACTIVITIES

- June 2010 to present. **Associate consultant, BioEstadística, S.C.**, Monterrey, N.L., Mex.
- June 2015 to present. General director and founding partner of Bioglobal Pharma, S.A. de C.V. Company devoted to the development of new business in OTC as well as specialized fields (hematology, oncology). Launch of Dactifem® for breast self-examination. Support of the program of bone marrow transplant in Civil Hospital. Consultant of Nanox Release for technology transfer in oncology and infectology products for the Mexican and Central American markets. Marketing of product for wound care. Business development for Ecuador, Colombia, Peru and Central America.
- October 2014 - April 2015. Manager of New Product Development. SOMAR Pharmaceutical Group, part of Endo International (USA).
- June 2010 - September 2014. General Manager. Laboratorios Paladin. Previous name: Ativa Pharma. Currently: Endo International. Laboratorios Paladin: a subsidiary company of Paladin Labs (Montreal, Canada) based in Mexico City.
- April 2012 - November 2014. Consultant for the pharmaceutical and medical devices industries. With emphasis on:
 - Oncology
 - Ophthalmology
 - Gynecology
 - Infusion therapy
 - Venous catheters
 - Chronic renal failure
 - Neuropathic pain related to diabetes
 - Neuropathic pain related to back pain
 - Hepatitis C
- August 2013: Feasibility assessment of a private clinic for venous access in renal failure. American and Mexican investors.
- March 2012: Presentation of the project to the National Council of Science and Technology (CONACYT) to obtain funds through INNOVAPYME: "*Technology Transfer and Innovative Application of Clotrimazole: An Oral Extended Release Formulation for Oral Candidiasis, and its Therapeutic Application*". This work earned an 8.7/10 grade. Said process was realized through a technology transfer agreement between Yissum, the Hebrew University of Jerusalem (Israel), and our company: Ativa Pharma.
- May 2012: training course "*Early detection of breast cancer*" for employees of the University of Guadalajara.
- 2001-2011: Public Relations. Active participation (appearances) in radio and television to talk about topics such as:
 - Infectious Diseases
 - Breast and Cervical Cancer
 - HIV-AIDS
 - Hepatitis C
 - Multiple Sclerosis

PROFESSIONAL EXPERIENCE

- June 2010 to present. Associate consultant, BioEstadística, S.C., Monterrey, N.L., Mex.
- May 2015 to present:
 - Start-up of Bioglobal Pharma. Signed agreements:
 - Steadfast (Great Britain): breast self-examination glove. Distribution.
 - Sanitas (Italy): Elgasin®: to avoid lactose intolerance. Distribution.
 - InfraScan (USA): Infrascanner®: handheld brain injury diagnostic medical device. To look after a distributor.
 - Sci-Chem (Australia): Dynamiclearapid®: one shot medicament for zoster herpes labialis. To look after a distributor.
 - Consultant activities: Signed agreements:
 - Pharmaceutical company to develop a liposomal formulation for anti-cancer product with innovative technology.
 - Commercialization activities:
 - Participation in bone marrow transplant with one product that beat down the bone marrow activity to receive transplant. Eight patients covered.
- October 2014 - April 2015. New Product Development Manager. SOMAR Pharmaceutical Group, an Endo International (USA) company.
In charge of bringing new development projects to the company that increased the growth of current therapeutic areas and open new therapeutic areas. Supporting the following therapeutic areas:
 - Anti-infectives
 - Dermatological
 - OTC
- June 2010 - September 2014. General Manager. Laboratorios Paladin.
In charge of developing new business in:
 - Oncology
 - Hematology
 - Orphan diseased
 - Supportive therapy in oncology
 - Pneumology
 - Infectious diseases
 - OTC products
 - Women's health
 - Diagnostic devices
 - Obesity
 - Angiology
 - Cardiology
 - Dermatology
 - Urology

Provided supervision and support to the regulatory team to reach the objectives of the submissions filed in COFEPRIS, the health license required for the warehouse which included the management of SOPs (*Standard Operating Procedures*).

Provided supervision and support to the administrative manager in performing his accounting functions.

Managed the company budget: planning and expenditure.

Designed the business plan for a European company interested in "out-licensing" orphan drugs for Israel and Mexico for the following conditions:

- Vitamin E deficiency in chronic cholestasis
- Acute porphyria
- Acute lymphoblastic leukemia
- Homocystinuria
- Nephropathic cystinosis
- Patent ductus arteriosus

Designed the clinical development plan for a rare disease: *SFC/FM (Chronic Fatigue Syndrome/Fibromyalgia)* in collaboration with GP-PHARM (Argentina) and HEMISPHERX (USA).

- April 2012 - November 2014. Consultancy.
 - Marketing studies required by an international pharmaceutical company:
 - Product performance for endometriosis. Gynecologists and obstetricians.
 - Evaluation of small molecules for oncology.
 - Evaluation of a pre-released product used for pulmonary arterial hypertension (PAH).
 - Evaluation of tyrosine kinase inhibitor market size indicated for thyroid and liver cancers.
 - Collaboration in a clinical project with Clinical Research Organization (CRO) in Argentina, and with BioEstadística, S.C. in Monterrey: "*Randomized Clinical Trial, Phase III Drug 'A' dosing schedule administered 7-7 Dose Compared to Conventional 14-7 in Patients with Metastatic Breast Cancer*". Inclusion of patients started on: May 2014.
 - Initial coordination of a clinical trial of neuropathic pain: "*A randomized double blind placebo controlled parallel group of study of the efficacy and safety of concomitant administration of Drug A and Drug B compared to Drug A + placebo in patients with chronic low back pain having a neuropathic component*". Inclusion of patients started on: July 2014.
 - Lobbying in launching "Multiferon®" in coordination with the pharmaceutical company Innovare R&D management and marketing team.
 - Prepared the "*Therapeutic Guidelines for Managing Neuropathic Pain*" together with opinion leaders on pain and Tecnología Zerta.
- June 1991 - June 2010. Position: Marketing Manager. Laboratorios PISA.
 - Planning, execution and control of marketing plans of the following therapeutic areas:
 - Infusion Therapy
 - Oncology and Hematology
 - Anesthesiology
 - Infectious diseases
 - Palliative care
 - Multiple Sclerosis
 - Public relations:
 - Collaboration with patient nongovernmental organizations such as: HIV-AIDS, multiple sclerosis, cancer.
 - Main responsibilities:
 - Preparation and supervision of sales forecasts and goals reached.
 - Preparation and implementation of training courses for marketing and sales personnel.
 - Responsible for public relations with oncologists, hematologists and neurologists as well as patients' associations.
 - Designing brand launching and brand positioning campaigns.
 - Accomplishments:
 - Structure of new business development in oncology, hematology and neurology.

- Redesigned the price structure in inter-company, public and private markets.
- Clinical-related area activities:
 - Coordination of clinical trials in oncology.
 - Responsible for pharmacovigilance in oncology along with the medical direction.
 - 2010: Project implementation: "*Top Ten Tumors Consensus*" and "*Cancer Support Therapy*". In collaboration with the advisory council made up of key opinion leaders of the National Cancer Institute (INCAN), ISSSTE, IMSS and other institutions.
 - 2010: Obtaining funds for ICyTDF (Institute of Science and Technology of the Federal District) to carry out the following project: "*Using EGFR Monoclonal Antibody in Patients with Recurrent and Persistent Cervical Cancer*".
 - Important lobbying in compassionate use of EGFR monoclonal antibodies in recurrent and persistent cervical cancer which resulted in current high demand of the product in related cervical tumors compatible with EGFR and available for medical prescription.
 - 2009: Collaboration in the design and implementation of the following clinical trial: "*Monoclonal Antibody for Persistent and Recurrent Cervical Cancer in Combination with Chemotherapy*". Proposed for Algeria, Argentina, Brazil, Cuba and Mexico.
 - 2009: Coordination of clinical trials on Hepatitis C: "*Open Treatment for Patients Infected with Chronic Hepatitis C Treated with Natural Interferon*". Participating institutions:
 - ISSSTE Zaragoza (D.F.)
 - San Javier Hospital (Guadalajara)
 - Instituto Nacional de Nutrición y Ciencias Médicas (National Institute of Nutrition and Medical Sciences) "*Dr. Salvador Zubirán*" (D.F.)
 - Liver Unit of the Nuevo Leon Autonomous University (Monterrey)
 - Beneficencia Española (Puebla)
- Medical marketing activities:
 - 2009: Lobbying before COFEPRIS new molecules committee to get the approval of the EGFR monoclonal antibody registry.
 - 2009: Organization and execution of the following symposium: "*Pediatric Tumors of the Central Nervous System*" with Pediatric oncologists of Cuba and Mexico.
 - 2008: Coordination and implementation of the following clinical trial "*Testicular Cancer*" in conjunction with "*Fundación Rebecca de Alba*" and INCAN (National Cancer Institute), benefiting more than 100 young boys with said condition.
 - 2008: Project evaluation: "*Casiopeinas (copper based) in Cancer*". Pre-clinical evaluation. UNAM.
 - 2007: Launching of biosimilar drug products for multiple sclerosis treatment. Market share planned was reached after lobbying with patients, associations, nurses and neurologists.
 - 2007: Training Course: "*Sentinel Node*", which resulted in better treatments and preservation of organs in patients with breast cancer, prostate cancer and melanomas.
 - 2007: Organization and realization of the following event: "*Intrathecal Chemotherapy Consensus in Pediatric Oncology*".

- 2006: Organization of pediatric oncology consensus in Leukemias within the People Insurance authorities (Seguro Popular).
- 2005: Organization of "*Melanoma Consensus*" along with the advisory council of the opinion leaders from INCAN, IMSS, ISSSTE and private institutions in Guadalajara, Mexico and Monterrey. Purpose: To achieve brand positioning and brand inclusion in the guidelines for treating malignant melanomas.
- 2004: With the help of the medical director, institutionalization of the "*Dr. Mario Silva y Sosa*" Award to encourage clinical research in pediatric oncology. Award that is given annually at the closing ceremony of AMOHP Congress (Mexican Association of Pediatric Oncology/Hematology).
- 2004: Release of two Group I controlled innovative products for treating chronic pain and palliative care management. These products have captured half of the market share. Inclusion of both products in the basic formulary.
- 2004 - 2005: Coordination of launch and marketing campaigns for SAFE® Mixing Centers.
- 2004: Assessment and initial implementation of a clinical study on chronic myeloid leukemia (not concluded).
- 2001: Launching of oncological products. Managed to capture up to 100% market share for some products.
- 2000: Re-structure of the marketing area in oncology. Thus, a functional structure was developed and optimized with a minimum number of personnel, with high efficiency and continuous training.
- 1999: Launch of port-a-cath®. A 50% of the market share was obtained.
- 1996: Project developed and lobbied but not implemented: "*Development and manufacturing of vaccines in coordination with Birmex*" (Birmex: Biological Laboratories and Reagents of Mexico is a company of the federal government).
- 1991 - 1995: Expansion infusion therapy area. A perennial participation and >30% annual growth was achieved.

TRAINING COURSES GIVEN

- 2013: "*Bone Marrow Transplant*". Given to Laboratorios Paladin personnel.
- 2011: "*Immunology and Cancer*". Innovare personnel.
- 2007-2010: "*Immunology and Cancer*". Laboratorios PISA Personnel.
- 1991 - 2000: "*Infusion Therapy and Volumetric Infusion and Syringe Pumps*". Continuous annual training courses given to Laboratorios PISA and external personnel (clients: medical and paramedical personnel of hospitals).
- 1998: Training course: "*Infusion Therapy and Volumetric Infusion and Syringe Pumps*" given to B. Braun Latin America personnel. San José, Costa Rica.
- 1996: "*GSK® (Glaxo Smith Kline) training course in oncology*". Guadalajara, Puebla, Mexico City and Tijuana.
- 1995: "*Training course on syringe infusion pumps*". Cuernavaca. Bayer® Mexico personnel.
- 1994: Training course: "*Infusion Therapy and Volume Infusion and Syringe Pumps*" given to B. Braun Dominican Republic and local hospitals personnel.

EDUCATION

- 1991 - 1999: Master in Business Administration - Instituto Tecnológico y de Estudios Superiores de Monterrey, Campus Guadalajara (ITESM). With special emphasis in business development and international marketing.
- 1999 - 2000: Marketing Training - Instituto Tecnológico y de Estudios Superiores de Occidente (ITESO). Guadalajara.
- 1983 - 1987: B.S. in Administrative Chemical Engineering - Instituto Tecnológico y de Estudios Superiores de Occidente (ITESO). Guadalajara.
- 1980 - 1983: Cambridge Certificate of English. Anglo Institute of English. Guadalajara.

COURSES

- October 2016: "*International Health Forum*". Chamber of commerce. Guadalajara.
- November 2015: "*Medical devices: COFEPRIS regulation*". CANIFARMA. Mexico City.
- May 2014-January 2015: "*Clinical Research*" (on-line). Pfizer.
- June 2013: "*Update course on PROINNOVA & INNOVAPYME funded projects*" (CONACYT). Mexico City.
- May 2013: "*Workshop new business development*". Paladin Labs. Montreal.
- April 2013: "*Private pharmaceutical market*". Database management for reports using the following tool: CID-Knobloch (IMS equivalent).
- June 2012: "*Diabetes and Associated Neuropathic Pain*". Tecnología Zerta. Guadalajara.
- March 2011: "*Infectious Diseases and Chronic Fatigue Syndrome*". Hemispherx Biopharma. Miami.
- March 2009: "*Pharmacovigilance Training Course*". EGFR Mab related. La Habana.
- June 2008: "*Training in oncology and hematology*". National Cancer Institute. Mexico City.
- August 2007: "*Training in neurology and multiple sclerosis*". Laboratorios PISA. Guadalajara.
- 2007-2009: "*Pharmacovigilance Training Course*". Continuous training. Laboratorios PISA. Morelia, Mexico City, Guadalajara.
- 2006: "*Training in Oncology*". Laboratorios PISA. Mexico.
- May 2004: "*Handling hazardous drugs*". SAFE and National Cancer Institute. Mexico City, Guadalajara and Monterrey.
- September 2003: "*Hepatitis C, Melanoma and Multiferon*". Laboratorios PISA and Viragen. Puerto Vallarta.
- September 1997: "*Palliative Care and Pain Management*". ABC Hospital. Mexico City.
- May 1996: "*Medical Device Training Course*". B. Braun. Germany.
- August 1993: "*Use of electrodes in intensive care units*". Los Angeles.
- August 1992: "*Medical Device Training Course*". B. Braun. Germany.
- 1991 - 2014: Continuous and frequent training in the following areas:
 - New Business Development
 - Sales and marketing
 - ISO 9000
 - OTC products
 - Oncology
 - Diabetes
 - Infusion Therapy
 - Infectious diseases
 - Clinical Research
 - Leadership

OTHER SKILLS AND KNOWLEDGE

- Software: Advanced use of "Office®: Word, Power Point, Excel, and Outlook".
- Use of platform and private pharmaceutical market analysis using the CID-Knobloch (IMS equivalent) tool.
- Management of databases in Excel for analyzing the public market (IMSS/ISSSTE/Central government and decentralized government).
- Inventory management, accounting and electronic billing software.
- Writing course: SOGEM, school of writing.

HOBBIES AND OTHER INTERESTS

- Sports: middle-distance races.
- Music: piano.
- Reading: Historical novel, christian books and the study of the Bible.
- Participating in social projects such as distribution of medical treatments. Philanthropy activities.