

Antonis Werner Sarlikiotis

Unterer Rheinweg 52, 4057, Basel, Switzerland

Date of birth: 27.09.1963

Married, two children

E-mail address: antonis_werner.sarlikiotis@novartis.com



Experienced commercial leader with deep pharmaceutical market understanding. Successfully worked in various health care systems and therapeutic areas with mass and specialty products focusing on marketing and commercial excellence, especially in Europe.

Track record of multiple, successful product launches and positive financial results, growing both sales and bottom line through portfolio management and strategic resource allocation.

Stimulates out of the box thinking and creates an innovative, open, collaborative and constructive environment.

People oriented, focuses on team diversity. Identifies and develops talents.

Skilled in designing and implementing organizational change.

Core competencies

- Purpose-driven Leadership
- European Health Care Systems knowledge
- International Product launches in Specialty and Primary Care
- Strategic resource allocation
- Commercial partnering
- Commercial & Sales Force excellence and innovation
- Change management
- Talent development, coaching and mentoring
- Diversity and Inclusion

PROFESSIONAL EXPERIENCE:

Novartis Pharma AG: 2002 - present

July 2017 – present: **Head Strategy & Operations, Global Commercial Execution.** Responsible for strategy and operational aspects of the newly created Pharma Commercial Execution function. Objective is to design industry leading solutions across high importance commercial areas (sales force, marketing, innovative commercial models, infrastructure & data) and enable implementation throughout the biggest Novartis country organizations influencing 20000 commercial associates. Special focus of the role are capability building and engagement around operational excellence, involving and connecting country organizations with central functions.

Key achievements: Created functional narrative and roadmap, developed and implemented engagement and communication plan, designed and delivered the first ever Novartis Sales & Marketing meetings, engaging the top 400 commercial leaders around our priorities. Introduced new, innovative insight generation approach based on field force information and Natural Language Processing

- Jan 2013 – July 2017: **Head Western Europe.** Leading a cluster of 6 Countries (AT, B, CH, GR, NL and PT). Full P&L responsibility with sales of 1350 m USD.
Drive portfolio rejuvenation through uptake of new launches and apply resource allocation to achieve profitable growth. Focus also on talent development, owned by the whole Cluster Leadership Team.
In addition: **Diversity and Inclusion Champion** for Region Europe (member of Novartis Pharma D&I Council).
- Key achievements: Continuous, above market growth in all countries (+4.5% CAGR overall, +18%, CAGR of growth brands and launches) benchmark uptake in MS, psoriasis / psoriatic arthritis, heart failure and COPD, increased profitability (3.5 pp in ROS) through resource allocation and commercial excellence in a challenging, healthcare cost sensitive environment.
Applying D&I in everyday business, especially when designing marketing activities.
- Mar 2011 – Dec 2012: **Head Specialty Region Europe,** driving the implementation of the new “winning in primary care and specialty” company strategy, focusing on specialty brands. Rolling out Specialty Excellence and various pilots (Digital, Standardization). Together with the regional team and country affiliates driving the talent pipeline.
- Key achievements: Roll out of various regional projects supporting Ophtha and MS (sales 2000 m USD, +15% growth) exceeding expectations. Implemented commercial excellence activities (Sales Force excellence, KAM) and rolled out a specialty excellence training.
- July 2010 – Feb 2011: **Head Marketing and Sales Region Europe,** focusing on Primary Care and Specialty launches in various therapeutic areas (Diabetes, Hypertension, Multiple Sclerosis, Ophthalmology, Alzheimer’s, COPD). Driving loss of exclusivity actions related to Valsartan. Focusing on Sales Force Effectiveness and promotional spending productivity initiatives. Pilot and roll out Digital Sales Force tools across Europe.
- Key achievements: Preparation and roll out of key launches (sales 2600 m USD, representing 35% of total Europe sales, +41% growth) beating expectations. Successfully implemented regional and local actions for new indications and life cycle extension (Ophtha, Alzheimer’s). Rolled out a digital detail aid system. Streamlined sourcing and marketing demand management (savings of 50 m USD).
- Jan 2008 – June 2010: **General Manager and Country President Greece.** Lead, manage and develop the overall performance of the Greek affiliate (Annual Sales: 400 m USD). Focus points: Shaping the organization together with the local Leadership Team for new launches, maximizing current portfolio, evolving the business model from pure share of voice and people development.
- Key achievements: Double digit, profitable growth and position Novartis as the number one pharma company in Greece.
- Feb 2005 – Dec 2007: **Business Unit Head General Medicines Greece.** Responsible to lead, manage and develop the overall performance of the business units’ product portfolio. Deliver sales and profits within agreed budgets through effective leadership of sales, marketing and build strong customer and business relationships. (Annual Sales: 210 m USD).

Oct 2003 – Jan 2005: **Marketing & Sales Director Primary Care.** Additional responsibilities include ensuring the achievement of sales goals and the maximization of market share growth by leading a Sales Organization (Annual Sales: 160 m USD).

Sept 2002 – Oct 2003: **Marketing Director Primary Care.** Responsible for defining strategies and operational plans for the Primary Care Portfolio. Managing resource allocation across all Primary Care products to optimize Marketing result. Interaction with all functions in Pharma/Primary Care local and global in order to secure highest possible marketing efficiency.

Baxter Hellas

Jan 2002 – Aug 2002: **Sales Manager Oncology Greece.** Responsible for defining strategies and operational plans for the Oncology Portfolio (former ASTA Medica) and ensuring the achievement of sales goals and the maximization of market share growth.

ASTA Medica AG: 1992- 2001

Aug 2001 – Dec 2001: **Country Manager Greece ASTA Medica Oncology.** Responsible to lead, manage and develop the overall performance of the local business. Deliver sales profits and market-share growth within agreed budgets.

Oct 1999 – Jul 2001: **Head of Scientific Office ASTA Medica Greece.** Set up local business through partnership. Run all required operations including Marketing & Sales, DRA, Clinical Trials, Orderings, Pricing.

Apr 1992 – Sept 1999: Various roles (Head Laboratory, Head Pharmaceutical Development Oncology) in **Pharmaceutical Development**

University of Freiburg: 1989 - 1992

Jan 1989 – Apr 1992: University of Freiburg, **Teaching Assistant** (Dept of Pharmaceutical Technology)

EDUCATION:

1988 - 1992: Albert-Ludwigs-Universität Freiburg i. Br., Germany, **Ph.D. in Pharmaceutical Technology (Doctor Rerum Naturalium)**

1981 - 1985: **Pharmacy**, University of Athens, Greece

SEMINARS/TRAINING:

Novartis Marketing Excellence (2003-2004)
Novartis Leadership Program (2004)
Novartis Harvard Business Finance II Program (2005)
Novartis Marketing Summit (2010)
Novartis IMD Business Master Class (2011)
Novartis Harvard Health Care Systems (2013)
Novartis Leadership Expedition (2015)