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| **profile** | Bilingual pharmaceutical leader with extensive and international experience in Sales, Marketing, Business development and Medical affairs, working for leading companies in the industry  Strategic, creative and strong results oriented, with excellent interpersonal skills.  Robust experience in developing and delivering “best in class”, impactful, innovative and on-budget learning programs tailored to HCP’s needs. |
| **Experience** | **Senior national Manager, Medical communications Rare diseases Takeda:**  March 2020- Present   * Responsible for the entire rare diseases portfolio which includes: Rare hematology, Rare Immunology, HAE and Rare metabolic diseases (Gaucher, Fabry, MPSII) * Lead the National Medical education strategy in blood disorders, Hereditary Angio edema (HAE), primary and secondary immune deficiency, Lysosomal storage disorders * Developed a virtual learning and customer engagement strategy, to meet unique HCPs needs during the pandemic through innovative platforms, group and self-learning online programs, digital learning campaigns as well as virtual KOLs exchange and needs assessment meetings * Planned learning activities at key scientific events, such as Symposia, Consultancy/ advisory board meetings... * Managed a team of 2 Medical communication managers and 2 medical communications specialists * Member of the integrated brand team * Member of the grant and sponsorship compliance committee representing Rare diseases * Budget management * Vendor Management   **Senior Manager, Medical communications Oncology Takeda:** Nov 2017-February 2020   * Responsible for the strategic development and implementation of the Medical communications plan in Oncology (Lung Cancer and Multiple Myeloma) * Conducted multiple needs assessment campaigns to uncover unmet educational needs and developed innovative, high quality and scientifically balanced CHE and OLA programs * Managed one regional medical education manager and supported field teams (MSLs, MCMs and KAMs) to ensure flowless execution of learning programs and KOL development with Multiple Myeloma and Lung Cancer experts. * Planned and coordinated Scientific activities at key scientific events, such as Symposia, Consultancy/ advisory board meetings... * Collaborated with the medical team, to create awareness around ongoing ISR projects, and leverage scientific publications to develop educational tools to be used during OLA programs as reference materials * Partnered with key national associations to support the execution of accredited Medical education programs * Member of the Grant and sponsorship compliance committee representing Oncology * Budget management * Developed a Metrics dashboard to capture short- and long-term impact of Medical education programs on Knowledge, attitude and skills gaps, using pre and post questionnaires and evaluation reports.   **Manager, Medical education, Oncology,**  **Quebec and Atlantic Canada Janssen:**  May 2013-Nov 2017   * Responsible for the development and implementation of regional and national peer to peer programs focused on the management of Prostate Cancer * Collaborated with cross functional team members to uncover territory needs in terms of education and worked closely with the regional triad team (MEM, MSL, Sales reps) to identify and execute on specific programs tailored to the needs identified * Ensured flawless execution of medical education programs including regional and national initiatives such as evening speaker programs, international and national speaker tours, symposia, conferences, webinars and other platforms as needed      * Developed local and national KOL’s and engaged them in multiple medical education initiatives based on their profile and skills (Speaker, content developer, steering committee chair…) * Partnered with external industry, academic partners and medical associations to develop and implement strategic and innovative patients focused programs related to Janssen Oncology therapeutic area. * Led the development of digital initiatives to ensure a continuous and broader access to medical education programs   **Marketing consultant: Adel visuals: Los Angeles**  Sept 2011- Jan 2013   * Supported small B2C businesses to launch their digital marketing campaigns, establish and strengthen their presence in the world of social media, forge relationships with consumers and drive new business, brand loyalty and return on investment.   **Established products and business Development Director: Pfizer North Africa:**  May 2010 – Dec 2010  Head of the Established products and Business Development Business Unit: Managed mature brands and was responsible for the Introduction of Pfizer’s first generics on the NA market.  Established products:   * Responsible for Sales and marketing of a portfolio comprised of 17 products from different therapeutic areas (Cardiovascular, vaccines, Oral contraceptives, CNS) * Managed a team of 2 marketing managers, 1 National Sales Manager and 16 Sales representatives. * P&L responsibility   Business development:   * Identified 26 Generics SKU’s and worked with regulatory and market access to introduce them to the market. * Identified new opportunities to grow the business through in licensing, co-promotion, out licensing and other partnership possibilities for the company in the country. * Developed strategies to extend the life cycle of the company’s mature brands through Cross pollination, New formulation and New packaging strategies   **Sales and Marketing Manager:**  **MSD (Merck): Sept 2009 – May 2010**   * Reporting to the Specialized therapeutics business unit Director, Launched 2 products in Diabetes and Asthma and managed a team of 5 sales representatives   .  **International Marketing Manager - New products:**  **Merck Global Headquarter -New Jersey**  Nov 2008 – Sept 2009   * Explored in Licensing/ Acquisition opportunities globally, for companies with a broad portfolio of pain products (Phase 1 to phase 3)   .  **Marketing manager Ophthalmic and Cardiovascular:**  MSD Sep. 2005 - Oct 2008   * Launched Cosopt (Dorzolamide- Timolol) and managed Trusopt and Timolol * Launched Zocor (Simvastatin 40 mg), Cozaar (Losartan) 100mg and Fortzaar (Losartan 100/25 Hctz) * Managed in line products: Cozaar 50mg, Hyzaar (Losartan 50/12.5 HCTZ) and Zocor 20 mg.   **Professional sales representative Merck**  Jan 2002 - Aug. 2005   * Promotion of a large panel of products in different therapeutic areas: Cardiology, Gynecology, Dermatology, Pediatric |
| **Education** | POST GRADUATE DEGREE IN mARKETING 2013 UC Berkeley- California Doctorate in veterinary medecine- D.V.M 2001 Ecole superieure veterinaire- Alger bACHELOR OF SCIENCE B.SC 1996 University of Algiers |
| **Skills & interests** | Painting • Art, Outdoors • Traveling • Cooking • Reading. Fluent in 3 languages |