



*Building Health Movements  
to influence treatment and policy decisions!*



**Every product launch is a Movement at its core.** A new product suggests change in perspective and behavior in the stakeholder community. **Health movements inspire formation of advocate communities** to adopt & spread new treatments, as well as to push for treatment paradigm and policy changes.

With this realization, after **12 years of new product and indication launch** in Monitor Company (a top-tier management consulting company), Pinar has created PlaceForPeople-Health. In her current role, she helps **product launch teams** (during pre-launch, launch and post-launch phases) with a '**Movement mindset**' and support of the online **Movement technology**.

## **PINAR'S NOTEWORTHY ASSIGNMENTS AS A CONSULTANT INCLUDE:**

### **Therapeutic Area**

- ➔ Led the strategy consulting team and developed the EU 5 launch strategy of a multi billion revenue potential blockbuster drug (\$600 Mn. in the first year of launch – #2 best product launch in the past 10 years in the pharma industry).  
The project included physician, patient, opinion leader and digital strategies.

### **Cardiovascular / Anti-Coagulation**

- ➔ Led 12 team members (Corporate as well as in the Emerging Markets) to customize the global product strategy in the Emerging Markets (Brazil, Russia, India, China, Mexico, Turkey). Defined local marketing activities and estimated forecast together with the country organizations. Codified the learnings in a toolkit, so that insights could be further leveraged by the mid-small size Emerging markets.

### **Female Health (HPV Vaccine)**

- ➔ Developed the pan – European market launch strategy for the physicians
- ➔ Led the team in definition of sales and marketing effectiveness drivers for the brand.
- ➔ Built a pragmatic "survey-based diagnostic tool" which allowed the affiliated country organizations to assess and improve the performance of sales and marketing effectiveness drivers locally.

### **Oncology**

- ➔ Developed the global launch strategy and positioning of the drug in a new oncology indication.
- ➔ Facilitated the decision process of choosing amongst the potential launch options.

### **Cardiovascular**

- ➔ Led the development of the pan-European strategy for market expansion in a new indication.
- ➔ Adapted the strategy locally in key affiliated countries.

## QUICK EXPERTISE SNAPSHOT

### Life Sciences Industry Experience:

Pharma (Cardiovascular, Diabetes, Oncology, Pain, Female Health - HPV Vaccine, Hepatitis) and Medical Devices in Mature and Emerging Countries.

### Life Sciences Capabilities:

#### For Pre-Launch Phase: *Advocacy Strategy and Digital Implementation Support*

- Development of a disease specific Advocacy Map
- Identification of collaboration criteria with the Advocacy Groups
- Definition of how best to activate the patients and to collaborate with the external experts
- Definition of Healthcare Movement call-to-action & campaign content
- Development of Health Movement Grand Work Plan and work streams
- Prioritization of launch activities in light of strategic objectives

#### For Launch Phase: *New Product and Indication Launch Strategy and Implementation*

- Definition of launch options and facilitation of decision making
- Co-creation of strategy together with the stakeholders
- Value Proposition definition – physicians, patients and external experts
- Digital and social media strategy design
- Customization of global strategy to the local markets , e.g., emerging markets
- Brand Plan design and stress-testing
- Contingency plan development
- Collaboration with Market Research and PR agencies to implement the strategic vision
- Launch implementation project management at HQ and country roll-out

#### For Post-Launch Phase: *Implementation and Strategy Fine-tuning*

- Progress drivers' diagnosis, prioritization of activities to change trajectory
- Implementation of marketing effectiveness programs
- Strategic implementation of the launch strategy

## WHAT DO THE CLIENTS SAY ABOUT PINAR?



**RAJ KANNAN**

*Corporate Vice President, Marketing at Boehringer Ingelheim*

"I met Pinar in Germany when I first came on board as a global brand leader to launch the new anticoagulant Pradaxa for BI. ... I brought Monitor on board (given the sheer amount of work and the time constraints I had) and Pinar Sahin was the lead project manager.

Pinar was one of the hardest working consultants who rallied with us every step of the way and led the timely completion of the various deliverables from in-depth market understanding to segmentation to positioning in a record 6 months! Pinar was also my partner in the industry leading 'Project Impact' which focused on the key representative emerging markets to gain an in-depth knowledge of local market dynamics in adapting the global brand strategy in these markets where needed.

What stood out in my mind was her ability to adapt quickly to a fast paced changing environment and her uncanny ability to pick up non-verbal cues in a group and connect the dots (for linkages and interdependencies) across work streams and or functions.

Pinar will stand out in my mind as one who was intellectually gifted and someone who got things done on time. I am proud to say that Pinar crossed over from being a 'consultant' or a 'vendor' to being an integral part of the global brand team. Much of the launch success of the brand would not have been possible without the full engagement and commitment from Pinar."



## **WOLFRAM BODENMÜLLER**

**Oncology Marketing Specialist**

**Global Brand Director Biopharmaceuticals, Sandoz International**

*"I had the pleasure of working with Pinar. The project delivered great results and we achieved excellent buy-in from the organization. Pinar lead the project with great passion and high professionalism always delivering more than you would expect. It was great fun to work with Pinar and I can highly recommend her."*



## **DAMIÁN LUCAS**

**EMEA Digital Account Director, Grey Group**

*"Pinar managed a very complex change management project to develop Marketing Capabilities for my Company. She was key in the success as she had to match very tight deadlines with very high expectations. She combined a very personable approach with a degree of maturity and knowledge very uncommon for her position. She gained the trust of senior executives in a very short period of time and under great stress. It has been a pleasure working with her."*



## **SVEN HERMANS**

**Head of Strategy & Business Development, Philips Consumer Lifestyle**

*"Pinar has a strong sense of achievement and desire to drive change. Pinar brings deep expertise around the issue of marketing strategy and customer driven strategy development. To do so she builds on (and effectively applies) a broad range of "high touch, low tech", practical tools to develop and implement high impact go to market strategies. Next to that she's fun to work with and very open and responsive to direct feedback."*



## **IVETTE (CARRILLO) STEPHENSON**

**Regional Marketing Manager; CEMEX EMEA, Asia & Australia**

*"Pinar has a strong knowledge of strategic marketing and great consulting skills, which she applied while we were working together on the implementation of a new Marketing Strategy Process in CEMEX Europe. We always had a successful cooperation in addressing issues and challenges that came up in this project. She is a very bright person, tenacious, dedicated, with positive attitude and able to prioritize and execute in complex environments. I look forward to working again with Pinar since she is a great team member, responsible leader and always has a smile and positive mind!"*



For more information, please contact

## **PINAR BENET-SAHIN**

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*"Healing is a matter of time, but it is sometimes also a matter of opportunity."*

- Hippocrates