

ROSARIO CESTAU MURPHY

EXPERIENCE

GENZYME, INC., Cambridge, MA

2006- Present

Associate Regional Director, Renal Therapeutic Area - LATAM GROUP (January 2008- Present)

- Lead a cross-functional approach (Commercial, Research and Medical) towards communications, deployment, and optimization of scientific efforts involving Latin America
- Provide strategic inputs towards Latin American affiliates Long Range, Budget and Marketing Plans
- Collaborate with Regional Health Economics team towards the development and implementation of health economic activities in support of reimbursement in the region

Senior Product Manager, International - RENAL BUSINESS UNIT (January 2007- December 2007)

- Design, lead and execute medical education activities in the International Renal arena, ranging from clinical symposia at congresses to advisory boards and nephrology academic exchange programs
- Co-developed market models for renal portfolio, provided as a tool to international affiliates to aid them towards their long range planning (LRP)
- Actively supported Mexican affiliate towards pre-launch and launch activities for Renagel™

Senior Manager, Global Medical Programs - RENAL BUSINESS UNIT (January 2006-December 2006)

- Lead Medical Program activities such as KOL identification and development, Global Publication Strategy and Congress Strategy for two marketed brands (Renagel™ and Hectorol™) and pipeline
- Management of two direct reports, responsible for CME activities and speakers bureau
- Represent Genzyme at industry partnership forums with international Nephrology associations
Created and implemented ‘needs assessment’ documentation supporting global and US advisory boards, endorsed by our legal department, resulting in higher transparency and focus on compliance

BIOGEN IDEC, INC., Cambridge, MA

2002- 2006

Product Manager - IMMUNOLOGY BUSINESS UNIT (October 2004–January 2006)

- Lead the planning and execution of non-promotional meetings (Faculty Update and Advisory Boards), through close collaboration with other functions such as Sales and Medical Affairs
- Identified, as a member of the Global Publication Planning team, publication opportunities geared towards meeting the commercial objectives for AMEVIVE™, a biologic drug indicated for Psoriasis
- Represented Biogen Idec at the AMEVIVE™ Argentinean launch symposium during the XXIV RADLA meeting, working closely with the distributor in Latin America towards content development and conducting PR activities involving faculty and Psoriasis patient advocacy groups

Product Manager - GLOBAL COMMERCIAL STRATEGY (November 2002- September 2004)

- Provided early development programs with commercial inputs towards a rigorous assessment of indication attractiveness based on technical and strategic rationale
- Evaluated the commercial opportunity for new indications of launched products using qualitative and quantitative research tools, providing product management with a go/no go recommendation both in terms of product and therapeutic areas
- Lead the development and execution of a pre-launch key global market research study in close collaboration with international affiliates, with its findings being incorporated into Neurology strategic and tactical plans

VERTEX PHARMACEUTICALS, Cambridge, MA

2002

Marketing Summer Associate

- Assessed market potential within inflammation, oncology, neurology and infectious disease areas, providing inputs to be incorporated into product forecasts
- Led the evaluation of over 20 in-licensing opportunities from the clinical and commercial perspective
- Core member of cross-functional due diligence team evaluating a Neurology in-licensing opportunity

AVANT IMMUNOTHERAPEUTICS, Needham, MA

Summer 2001

Business Development Summer Associate

- Evaluated M&A projects using NPV analysis and comparables to be used in licensing negotiations
- Identified and rank-ordered 30 acquisition targets among domestic and foreign firms, with the top tier firms having been contacted by senior management
- Recognized a licensing opportunity in the area of infectious disease, leading to its further evaluation

BRIGHAM & WOMEN'S HOSPITAL, Boston, MA

1999-2000

Research Associate - RENAL DEPARTMENT - HARVARD INSTITUTE OF MEDICINE

- Implemented Molecular Biology techniques in lab, such as protein isolation and Western blots, proving instrumental towards the group's publication strategy
- Participated in research project aimed at clarifying the genetic basis of a renal disease (FGS)

LOUISIANA STATE UNIVERSITY, New Orleans, LA

1998-1999

Research Assistant - CHILDREN'S HOSPITAL, GENETICS DIVISION

- Contacted patients and their families following diagnosis and acted as liaison with support groups
- Presented research results at clinical meetings leading to publication in the Hospital's Journal

TULANE UNIVERSITY, New Orleans, LA

1997

Visiting Scholar - SCHOOL OF PUBLIC HEALTH & TROPICAL MEDICINE

- Optimised conditions for DNA isolation, PCR amplification and sequencing techniques
- Generated DNA sequences with potential to differentiate morphologically identical insects

UNIVERSIDAD DE LA REPÚBLICA, Montevideo, Uruguay

1993-1997

Research Assistant/ Assistant Professor- EVOLUTIONARY GENETICS DIVISION AND HUMAN GENETICS

- Initiated expansion of EGD into Molecular Biology as part of a five-member team focusing on epidemiology of Chagas' disease
- Proposed and awarded a research grant, resulting in a nine month lab stay in Tulane University
- Co-lead undergraduate courses in the area of Genetics

EDUCATION

BOSTON UNIVERSITY GRADUATE SCHOOL OF MANAGEMENT, Boston, MA

MBA with honors, Marketing concentration, 2002

Research Assistant to C.B. Bhattacharya for Market Research & Marketing Social Change courses

Merit Scholarship

UNIVERSIDAD DE LA REPÚBLICA, Montevideo, Uruguay

Graduate coursework in Genetics (completed), 1998

B.S., Biology, Genetics concentration, 1995

SKILLS

LANGUAGES: Fluent: Spanish, English
 Conversational: Portuguese
 Basic: German

TECHNOLOGY: Statistical Analysis, Modelling and Reporting – SPSS, StatPro, MS-Word, Excel, Access
PowerPoint

ACTIVITIES / AFFILIATIONS

DI TELLA UNIVERSITY SCHOOL OF MANAGEMENT - Lecturer, Biotechnology & Business Graduate Course

BETA GAMMA SIGMA - Business and Management Honor Society - Elected member

BOSTON UNIVERSITY SCHOOL OF MANAGEMENT - Student mentor

HEALTHCARE BUSINESSWOMEN ASSOCIATION – Women in Science - Committee member, Boston Chapter

MASSACHUSETTS BIOTECHNOLOGY COUNCIL- Marketing Committee – Affiliated member

BIOGEN IDEC – Former Community Lab volunteer

OTHER

Dual Citizenship: U. S. and Uruguay

Permanent Resident: Argentina