

Alejandro Salcedo

Private Address

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Personal

23rd of January 1976
Mexican | Swiss | Spanish
Married, 2 children

Value Proposition

I rally diverse people behind a common cause and deliver solid results. I listen to our customers and spread that perspective internally. Natural-born optimizer. 19+ years of global experience in High-Tech and Healthcare industries in commercial, marketing, and management functions.

2022 – Present

ABDL Market Development Consulting, Switzerland

Helping companies understand their real market potential and how to achieve it

- Built customer portfolio and gained repeated business with half of them so far
- Supported 3rd parties with expertise needed, helping them secure business
- Planned and delivered 80% of projects on time, half of them sooner than expected

2019 – 2021

Klenico AG - Zürich, Switzerland

Visual diagnostics for mental health. SaaS to improve psychiatric diagnostic

Head of Business Development & Customer Success – Clinical

- Launched first product and A/B tested price model, maximizing unit revenue
- Led efforts to sign 50+ accounts in first 12 months and contributed with 60%
- Opened markets in Switzerland and Germany and built new country launch process
- Designed customer success blueprint, executed initial programs and hired a team to take over

2016 – 2019

Eli Lilly (Suisse) SA – Geneva, Switzerland

Leading specialty pharmaceutical company

National Key Account Manager – Market Access and Corporate Affairs

- Successfully launched 6 new products by engaging pre/post-launch stakeholders
- Negotiated indication deals with health insurers which expanded therapy access and freed-up capacity
- Coordinated and internally negotiated commercial and pricing strategies for brand teams, contributing significantly to making plan two years in a row.

2013 – 2016

HEALvetia Healthcare AG – Lausanne, Switzerland

Digital Health Startup - mobile and analytical technologies to reduce hospitalizations of heart failure patients

CEO & Co-Founder

- Developed patient-doctor experience model and validated it with relevant stakeholders
- Incorporated the company, built specs, and coordinated development of prototype under budget
- Created and validated learning digital content to engage patients in better understanding their condition
- Led a team of four to deliver a beta prototype and carry out usability tests with key opinion leaders at two University Hospitals
- Engaged key opinion leaders in Europe to understand and advocate our solution

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2010 – 2013

Medtronic International – Tolochenaz, Switzerland

World leader in Medtech

2012 – 2013

Market Development Manager Europe, *Cardiac Rhythm Disease Management*

- Led strategic consulting in geographies and engaged local leadership to support action plans
- Secured resources at local, European and HQ level, backed up by solid analysis
- Executed plans for indication expansion and developed tools to reduce complexity for physicians

2011 – 2012

Marketing Manager Emerging Markets, *Cardiac Rhythm Disease Management*

- Designed and executed launch program for remote monitoring service in Asia and Latin America
- Liaised with seasoned local leaders to support the launch of CareLink in emerging geographies
- Systematically connected brand managers from European HQ with colleagues in emerging geographies to facilitate informal peer-to-peer support

2010 – 2011

Marketing Program Manager, *Cardiac Rhythm Disease Management*

- Designed and Launched *Discovery™ Link*, a unique business intelligence system to provide actionable clinical information based on aggregated patient data
- Led a multi-disciplinary team to define patient data strategy and establish digital solutions partnerships
- Coordinated patient-experience discovery to provide specifications for next-generation telemonitoring

2005 – 2008

Stopinc AG – Hünenberg, Switzerland

Technology developer for liquid metal flow regulation, owned by RHI AG

Sales & Project Manager International

- Executed market analysis in Latin America and proposed new strategy, which management adopted
- Re-defined quality assurance process for commissioning and post-sale, reducing troubleshooting needs
- Led multi-functional teams across countries to become the most profitable region

2002 - 2005

Schneider Automation – Lahr, Germany & Milton Keynes, UK

Robotics and automation branch of the Schneider Electric Group

Sales & Applications Engineer, Germany & UK

- Developed additional market segment by working on solutions for smaller equipment manufacturers
- Led global troubleshooting activities remotely and on-site, greatly improving customer experience
- Introduced Final Acceptance Certificate testing process, drastically sinking issue rate

Education & others

2009

IMD MBA, Lausanne, Switzerland

1997 - 2002

BSc Mechanical & Electrical Engineering, ITESM, Monterrey, Mexico

Languages

Spanish, English, German, French (intermediate), Italian (basic)

Interests

Mountain-biking, Triathlon, enthusiastic recreational chef