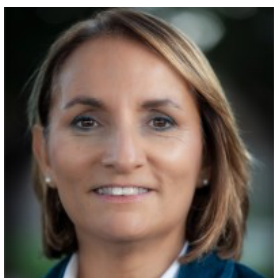


LUDOVICA POLVERINO



PERSONAL INFORMATION

Mobile: +39 3271662847
Email: ludovicapolverino1@gmail.com
LinkedIn: www.linkedin.com/in/ludovicapolverino
Address: Piazza Enrico Fermi 43, Rome, Italy

PROFESSIONAL SUMMARY

An agile, motivated, and invested senior leader with extensive experience in life science, passionate for making the difference for patients while driving business growth. Consistently aligns strategies with overall organizational objectives while unifying teams and stakeholder groups behind shared goals. Described as proactive and empowering with top-notch skills in business planning, prioritizing strategic goals, streamlining information and approaching issues with a mindset both creative and analytical. Possesses ability and experience in fast-paced and often complex delivery environments, to successfully lead, develop, and manage large teams. An effective negotiator with a deep knowledge of the Italian Healthcare System and a very good understanding of Access in Europe. Has established and developed a vast and relevant network of Stakeholders in home country at Government level, among Policy Makers and Institutions. Recognized for vital contributions across therapeutic areas: immune-oncology, hematology, cardiovascular, diabetes, Hepatitis C, HIV, immunology and rare diseases. People-focused, drives engagement with teams, bringing them in and helping them progress. Culturally aware with exceptional business acumen together with interpersonal and communication abilities, will provide as a critical friend to organizations across the industry looking for an independent, thought leader seeking to leverage her wealth of experience.

CORE COMPETENCIES AND SKILLS

Negotiation and Influencing | Public Affairs | Strategy and Vision | Market Access | Health Economics | Pricing and Reimbursement | Sales and Marketing | Finance | Angel Investing | Enabler Manager of People Style | Delegation and Empowerment | Strong Team Player | Proven Ability To Navigate Matrixes and Alliances | Intellectual Curiosity | Resiliency | Fun to Work With

PROFESSIONAL HISTORY

Member of Angels4Women network

October 2023 to date

Active Business Angel - Board member of Angels4Women network. Significant experience in Start up screening and evaluation and due diligence.

Independent Market Access Consultant

January 2024 to date

Provides consultancy to Pharmaceutical Companies on how to strategically frame, lead and execute Pricing and Reimbursement and Access negotiation with Regulatory Agency in Italy as well as access in Regions – Acts on behalf of the Companies in Key Access and Medical Stakeholders meetings. Key results: full reimbursement of melphalan flufenamide in multiple myeloma, successfully turning around an initial non reimbursement classification. Currently engaged in the Rare Disease and Orphan Drug space, in particular amyloidosis, Duchenne Muscular Dystrophy and Gi-GvHD.

DAIICHI-SANKYO S.p.A.

2017-2023

Specialty Medicine Value and Access Director

2021- 2023

Successfully lead and completed the negotiation of bempedoic acid in Italy. Bempedoic Acid reimbursement in Italy has been a dramatic success for the affiliate which positively impacted on Spain and Portugal. Responsible also for Public and Institutional Affairs in Italy anticipating and advising on policy trends and legislative developments to identify opportunities and risks for the affiliate business; successfully partnered into the Long-Covid PA initiative and in the preparation of the Cardiovascular Risk Working Group Lead by Sen Murelli.

Reports to the General Manager Italy, is a member of the Italian Leadership Team as well as a member also of the European Value and Access Leadership Team. Represents the affiliate in the Farmindustria – Industry Association - working tables on Pharma Governance.

Two roles report to this position: one Field Value and Access Associate Director, coordinating the Field Value and Access Managers and one Value Demonstration Manager responsible for HEOR and Pricing.

Market Access Director

2017- 2021

Successfully lead three pricing and reimbursement conditions edoxaban renegotiations with AIFA at sustainable conditions for the Company; started bempedoic acid negotiation, proposing innovative pricing schemes to the Regulatory agency. Strategically leveraged HEOR evidence to drive edoxaban business growth into the naïve elderly patients segment. Transformed the unprecedented access challenge posed by COVID 19 into a double-digit market growth opportunity by partnering actively at Public Affairs level with Scientific Societies and former Technical Scientific Commission at AIFA on DOACs Nota 97 prescribers enlargement for DOACs. As Public Affairs successfully lead the inclusion of NGS into the MoH proposed list of LEA.

Reports to the General Manager Italy and is a member of the Italian Leadership Team. Member also of the European Market Access Leadership Team. Seven roles report to this position: a Pricing and HEOR Manager and six Field Access Managers.

Represents the affiliate in both the Farmindustria and Assobiotec – Industry Associations - working tables.

BRISTOL-MYERS SQUIBB srl**1991-2017****UPSA Business Lead****2017**

In charge of the Efferalgan Umbrella brand relaunch and kick off the launch of the Cough&Cold Business in Italy. Responsible for defining the commercial and distribution model for the business. The role used to report to the Southern Europe UPSA Business Lead based in Paris.

Pricing and Reimbursement and Health Economics Lead Virology and Immuno-science**2014-2016**

Successfully lead the daclatasvir (DAKLINZA), a direct anti HCV oral agent, negotiation, achieving innovation rating in just 5 months. Fully reimbursed the whole brand offering of abatacept (ORENCIA) indicated for the treatment of rheumatoid arthritis, completing the full range of brand LCM. Achieved full reimbursement of atazanavir/cobicistat FDC (EVOTAZ), executing effective LOE strategy for atazanavir (REYATAZ). Successfully managed also entecavir (BARACLUDE) LOE P&R strategy, minimizing rebound on reference countries.

The role was responsible for leading and implementing the negotiation strategy of the Pricing and Reimbursement and Access conditions with AIFA regarding the Virology (HIV, HBV, HCV) and Immuno-science (abatacept) product portfolio.

The role reports to the Market Access Director and manages two resources: one P&R Specialist and one HEOR Manager.

Pricing and Reimbursement Senior Manager**2012-2014**

Achieved full reimbursement of ipilimumab (YERVOY) in second line metastatic melanoma, negotiating an outcome-based pricing agreement (first of its kind) for the first ever immune-oncology drug in the market. Full innovation rating also was obtained. Successfully lead also the negotiation of the first line indication of ipilimumab in metastatic melanoma, achieving parity price for a larger patient population. Achieved full reimbursement of the whole diabetes portfolio: saxagliptin and exenatide

The role was responsible for the implementation of the European Pricing Strategies about all BMS Key Growth Drivers: this included drafting and discussing with Europe and Global HQ the Business Cases to obtain pricing exceptions for the Italian Affiliate. Participated to AIFA hearings both in CTS and CPR, aligning the cross-functional team: Business, Regulatory, Medical, HEOR and Access on value story and negotiation platform.

Reporting to the Market Access Director and coordinating a Pricing and Reimbursement Specialist.

Market Research Senior Manager**2006-2012**

The role was responsible for the definition, the structuring, measurement and trend monitoring of the Key Performance Indicators of the entire BMS product Portfolio, choosing KPI as appropriate based on each brand LCM. All primary and secondary market researches are coordinated by this role who is a key component of the Brand Team and a critical component also of the European Market Research Leadership Team. The timing is dramatically appropriate to take this role as BMS, in those years, evolved into a biopharma specialty medicines Company. Seven brands have been successfully launched in this period, all equipped with effective KPIs to monitor launch and growth. Successfully lead the outsourcing of the Primary data collection and analysis.

Reporting to the Business Effectiveness Director, the role was staffed with two resources: one Data Analytics Manager and one Secondary Research Coordinator.

Senior Product Manager**2002-2006**

In 2005, achieved irbesartan sales goal of 100 US million dollars.

Responsible for the marketing strategy definition and implementation for the anti-hypertensive drug, irbesartan (KARVEA-KARVEZIDE). This position reported to the Cardiovascular Business Unit Director and is a Member of the Irbesartan European Brand Leadership Team.

Sales Representative**2001-2002****Marketing and Sales Force Effectiveness Manager****2000-2001****Business Development Manager****1998-2000****Internal Auditor****1991-1997****ARTHUR ANDERSEN & CO****1986-1991**

CERTIFICATION | EDUCATION | AWARDS

Venture Academy Italian Tech Alliance	2025
Start-ups Evaluation Doorway	2024
How to Become a Business Angel Angels4Women	2023
Negotiation Mastery Harvard Business School	2023
Health Economics APHEC – University of Genova	2022
Daiichi-Sankyo Europe Talent Programme	2019
Emotional Intelligence – Andrea Di Martino Daiichi-Sankyo Italy	2019
Leadership, Team Building and Effective Communication for Market Access BMS	2012
Marketing Excellence BMS	2002
People Management for New Managers BMS	2000
Certified Public Accountant	1989
Master Degree in Economics University La Sapienza – Rome	1987
Daiichi-Sankyo Presidential Awards	2019-2021
Bristol-Myers Squibb Presidential Awards	1996-2001-2006-2013

LANGUAGES | IT SKILLS

Italian: native | English: full professional | French: good command

OTHER INFORMATION

Passionate for tennis, hiking and trekking, movies, books and music, good cook, enjoys friends and family company.