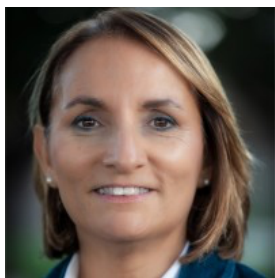


LUDOVICA POLVERINO



PERSONAL INFORMATION

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

PROFESSIONAL SUMMARY

Senior pharmaceutical executive with 20+ years of leadership in market access, pricing, reimbursement and public affairs across oncology, rare disease, cardiovascular and virology portfolios. Proven track record securing complex reimbursement agreements, shaping healthcare policy initiatives, and driving commercialization success in Italy and Europe. Trusted advisor to executive leadership teams, regulatory stakeholders and industry associations, with deep expertise navigating AIFA negotiations and high-impact payer environments. High-level market access strategist and institutional negotiator with proven business impact.

STRATEGIC ACHIEVEMENTS

Reversed initial non-reimbursement assessment for melphalan flufenamide in multiple myeloma (PEPAXTI)
Contributed to inclusion of NGS in proposed Italian LEA framework
Secured reimbursement of bempedoic acid in Italy, influencing broader Southern European access strategy
Led market-access strategy supporting double-digit growth of DOACs during COVID-era prescribing reform (LIXIANA)
Negotiated Italy's first outcome-based reimbursement agreement in immune-oncology (YERVOY)
Achieved innovation rating for daclatasvir reimbursement within five months (DAKLINZA)

CORE COMPETENCIES AND SKILLS

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

PROFESSIONAL HISTORY

Senior Advisor Market Access

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 as well as at AIFA level. Reversed an initial non-reimbursement assessment for melphalan flufenamide, achieving full reimbursement in multiple myeloma. Currently engaged in the Rare Disease and Orphan Drug space, in particular amyloidosis, Duchenne Muscular Dystrophy.

Business Angel

October 2023 to date

Active Investor and Business Angel as part of the Angels4Women network. Significant experience in startup screening and evaluation and due diligence processes.

DAIICHI-SANKYO S.p.A.

2017-2023

Specialty Medicine Value and Access Director

2021- 2023

Secured national reimbursement of bempedoic acid in Italy, establishing a pricing framework later leveraged in Spain and Portugal. Successfully partnered at Public Affairs level to support the creation of the Cardiovascular Risk Working Group Lead by a Senate Member. 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

Drove three pricing and reimbursement conditions edoxaban renegotiations with AIFA always obtaining sustainable conditions for the Company; started bempedoic acid negotiation, proposing innovative pricing schemes to the Regulatory agency. Built and leveraged HEOR evidence to drive edoxaban business growth into the naïve elderly patients segment. Leveraged COVID-era prescribing reform initiatives to support double-digit DOAC market growth in Italy, partnering actively at Public Affairs level with Scientific Societies and former Technical Scientific Commission at AIFA on DOACs Nota 97 prescribers target enlargement. Successfully partnered with MoH to obtain inclusion in the Livelli Essenziali di Assistenza of the Next Generation Sequencing test, critical to drive the adoption of VANFLYTA in Acute Myeloid Leukemia. Built the Market Access function and department from scratch. That organization still delivers consistently today against business goals. Reports to the General Manager Italy, member of the Italian Leadership Team, as well as 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 Assobiotech – 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

Negotiated Italy's first outcome-based pricing agreement in immune-oncology, enabling reimbursement of YERVOY in metastatic melanoma. Full innovation rating also was obtained. Achieved parity price condition when negotiating the first line metastatic melanoma indication for Yervoy, which implies also the enlargement of the 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 Program	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.