

Thomas Mytilis

Contact Information

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Profile

Results-driven pharmaceutical omnichannel marketing and sales professional with a passion for cultivating winning mindsets within cross-functional teams. Adept at integrating customer insights and market analytics to drive strategic initiatives. Proven track record on delivering results. Strong business acumen with proven expertise in commercialization, medical and customer experience excellence. Ready to bring dynamic leadership and a strategic vision to elevate brand performance.

Professional Experience

F. Hoffman - La Roche AG

Patient Journey Partner

Nov 2022- Present

- Drive the development of brand strategies for faricimab, increasing patient engagement by 30% with patient-centric messaging , partnering with 30% more HCPs, boosting patient adherence by 25% with innovative support programs, enhancing customer satisfaction by 20%, and reaching 1500 new patients through awareness campaigns.
- Enabled cross-functional collaboration. Executed successful marketing campaigns (3Ds campaign). Achieved 20% brand awareness increase. Improved customer engagement by 30%. Saved 10% in budget. Increased pricing margins by 10% through data synthesis.
- Guided the Ophthalmology team to execute omnichannel strategy, yielding: 50% website traffic boost via optimized content and digital journey mapping. 35% enhanced customer engagement with refined personas and targeted engagement plans. 20% channel conversion rate hike through strategic mix optimization.
- Key interface between external stakeholders and Roche: Obtained and analyzed customer insights, boosting satisfaction by 15%. Facilitated feedback collection (Voice of Customer feedback tool), improving responsiveness by 20%.
- Implemented agile project management utilizing Scrum, sprints, ceremonies, retrospectives, and Trello boards to effectively manage projects.

Abbvie Pharmaceuticals

Hematology Product Specialist

June 2021 - Oct 2022

- Established venetoclax for CLL, driving 10% sales growth. Launched venetoclax for AML, achieving 30% market penetration in year one.

- Led Hematology team in omnichannel strategy. Achieved 30% website traffic boost via content optimization and digital journey mapping. Enhanced customer engagement by 25% with refined personas and targeted plans. Increased channel conversion rates by 20% through strategic mix optimization.

Novartis S.A.C.I.

Neuroscience Migraine Product Specialist

Feb 2019 - April 2021

- Successfully launched erenumab for Chronic and Episodic Migraine, capturing 30% market share in year one.
- Implement Omni-Channel strategy, boosting customer satisfaction by 25% compared to traditional channels and enhancing engagement by 20%.
- Digitize branded materials for use in video calls, reducing printing costs by 20%.

Rare Disease Product Specialist

Jan 2018 - Jan 2019

- Initiated the rollout everolimus for refractory epilepsy related to Tuberous Sclerosis Complex, achieving a 170% increase in diagnosis rates
- Analyzed migraine market, identified needs, and formed a successful launch team, securing 30% market share in year one.

Neuroscience Multiple Sclerosis Product Specialist

Jan 2016 - Jan 2018

Establish fingolimod in Relapsing-Remitting Multiple Sclerosis (RRMS) through:

- Coordinate the establishment of multiple sclerosis centers, increasing patient access to specialized care by 30%.
- Analyze market research to reshape brand strategy, resulting in a 15% increase in market share and 20% improvement in brand perception.

Cardio & Diabetes Medical Sales Representative

Nov 2008 - Dec 2015

- Launch valsartan 's new indication in heart failure.
- Launch COPD portfolio (indacaterol/glycopyrronium)

KEY ACHIEVEMENTS

Biomedical Waste Project

- Lead a international project team of 3
- 60 collection points established.
- Execute vendor evaluation, achieving: 20% increase in reliability, 5% to 2% defect rate reduction, and on-time delivery rate from 70% to 90%.
- Completed risk assessment, resulting in 25% fewer identified risks (Risk Severity) - 8 to 6 post-mitigation. Enhanced Risk Exposure management, reducing project risk exposure by 35%.

TSC Diagnosis Network Project

- Established collaborative medical network, leading to a remarkable 170% increase in Tuberos Sclerosis Complex diagnosis rate.
 - Support EHR System and Telemedicine Platform, aligning with protocols and patient care standards. Result: 20% improvement in diagnosis accuracy, 15% enhancement in treatment outcomes.
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EDUCATION

MSc in Industrial Pharmacy (MSc)

AUTH, Thessaloniki, Greece 2019 2020

Patient Experience (CX) Certification

AUEB , Athens, Greece 2020

Executive Master of Business Administration (Exec. MBA)

University of Sheffield, Sheffield, UK 2011- 2013

School of Languages, Literature and Culture of Black Sea Countries (BA)

DUTH, Komotini, Greece 2002 - 2006

DISSERTATIONS

- Pharmacokinetics & pharmacodynamics of monoclonal antibodies and their assessment through SimCyp platform.
 - Evaluating the CPO Extended Leadership Team project in Novartis Hellas S.A.C.I. and its effect on manager's engagement and empowerment to the organization.
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PROFESSIONAL TRAINING

Digi School, Athens, 2020 / **Singularity University Summit**, Athens ,2018

Virtual Selling Solutions Seminar, Athens ,2013 / **Strategic People Management** Thessaloniki,2012 /

Negotiation and Intercultural Communication skills Seminar, Sheffield ,2012 /

Sales Skills Development Seminar, Thessaloniki,2009

Other Qualifications

Languages:

English (native)

German (Intermediate)

Russian (Intermediate)

Greek (native)

ICT: Salesforce CRM, Microsoft BI, Miro, Canva, Microsoft Office.