

# Alvaro Saenz de Urturi

BBA | MBA

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## MEDICAL SALES REPRESENTATIVE | BUSINESS DEVELOPMENT | PHARMACEUTICALS

~ 12-year career in medical sales with global pharmaceutical corporations ~

Trilingual, result driven, fast learner team player with a record of accomplishment in sales and business development in the pharmaceuticals industry in Spain and Canada within Endocrinology, Urology, Dermatology and Pneumology. Consistently outperformer. Strong ability to integrate into new environments with passion and focus while establishing lasting relationships.

### Primary Areas of Value

Sales | Business Development | Interpersonal Skills | Problem Solving | Collaboration | Teamwork | Business Analysis and Decision Making | Planning and Organization | Communication and Presentation Skills | Negotiation | Trilingual Spanish, English, French

## PROFESSIONAL EXPERIENCE

### CANADA

**Novo Nordisk Canada** 2019-2021

#### Medical Sales Representative (Obesity Specialist)

Sole obesity representative accountable for Montreal Island (1.8 million residents). Promoted an injectable prescription medicine named Saxenda to increase awareness and usage amongst specialists and family physicians working with influential key opinion leaders (KOL). Prepared and maintained territory business plans and the sales promotion activity budget. Used sales dashboards and CRM to effectively track performance.

- o 1st place territory in number of new started prescriptions.
- o Consistently drove 2-digit market share growth.
- o Co-designed development of accredited medical education programs by working in a cross-functional team (Medical, Sales and Marketing) in collaboration with renowned key opinion leaders.
- o Prepared the launch of Wegovy in my territory, a new weight-loss medication, by collaborating with Medical and Marketing departments.
- o Received Novo Nordisk Canada Obesity Team Award in 2020 in Respect category.

**Agence PF | Importer of Fine Wines | Montreal** 2018-2019

#### Business Development Representative

Develop, coordinate, and implement a strategic business plan to grow new key accounts, including restaurants (100% new accounts), groceries and bars. Collaborate with internal team to select and launch new products (spirits and wines).

Build key customer relationships: establishing needs, negotiating order and closing on sale in competitive wine market.

- o In less than 2 months, closed 30 deals with new customers (4 restaurants, 26 groceries) and organized 10 wine tastings, becoming top salesperson.

### SPAIN

**Novartis Pharma Spain** 2013-2017

#### Medical Sales Representative (Respiratory Specialist)

Continued -

Launched and promoted a new medication named Ultibro, delivered in the Breezhaler device to increase awareness and usage amongst family physicians and key specialists working within influential academic teaching institutions.

- o Contributed to development of medical education program based on adult learning principles by working in collaboration with renowned key opinion leaders.
- o Developed regional congress for Health Care professionals – and successfully recruited top 30 specialists of the province to participate.
- o Participated in the international booth crew at European Respiratory Society Congress in Amsterdam 2015 for the launch of Ultibro.

**Astellas Pharma Spain** 2011-2013

**Medical Sales Representative (Urology & Dermatology Specialist)**

Promoted Vesicare and Protopic to specialists to deliver sales objectives and implement marketing strategy.

- o Developed a business plan with high ROI activities, which led to receiving recognition in 2012 for achieving 1st place in Spain amongst 80 sales representatives for highest market share increase in 2012.
- o Participated in the international booth crew at European Association of Urology meeting in Milan 2012 for the launch of Betmiga, a new urology medication.

**MERCK Spain** 2007-2011

**Medical Sales Representative (Cardiometabolic Specialist)**

Part of the initial team that launched Januvia: a 1st in class medication for diabetic patients. Successfully deployed and executed the marketing plan from introduction to market leader.

- o Developed a business plan with high ROI activities, which led to achieving 1st place in region for highest market share in 2009.

**San Ignacio** (Spanish kitchenware manufacturer) 2006-2007

**B2B Sales representative and assistant to the Key Account Manager**

**Gamesa Aeronautica | Aernnova Aerospace** (Spanish aeronautical engineering) 2001- 2006

**Procurement and Administration officer**

**EDUCATION**

**Certificate in Relational Sales | Certificat en Vente Relationelle, HEC University, Canada** 2018-2019  
Business/Commerce

**Master of Business Administration (MBA), ESEUNE Business School, Spain**

Finance, strategy, marketing, leadership and people management

**Bachelor Degree in Business Administration, University of Wales**

Business, Management, Marketing and Related Support Services