

# Robert Frederic Woolley

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## **INNOVATION | INNOVATION CULTURE | BUSINESS STRATEGY (INTRAPRENEUR) | MARKETING**

*12 years' experience as an innovation executive at Cristalia, UCB, Amgen and Ferring, developing new business models and products for the pharmaceutical, biotechnology and medical device sectors.*

### **CORE SKILLS**

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- ✓ Business Innovation strategies, digital and technological innovation.
- ✓ Strategic vision combined with project planning and execution skills, always focused on delivering results and innovation.
- ✓ Development and implantation of innovation culture in all areas of an organization, focused on creating and developing new products and business models.
- ✓ Systemic business vision, with proven leadership abilities in marketing, R&D, project management, and regulatory affairs in the medical sector.
- ✓ Experienced manager of R&D, project and marketing teams of up to 10 staff, with responsibility for the strategic planning of R&D, managing intellectual property, marketing, finance, costs, and investor relations.
- ✓ Analysis of profitability, feasibility, return on investment, and mergers, acquisitions and divestment projects.
- ✓ Oversight and analysis of cost centers and results, sales pricing and the contribution margin of services.
- ✓ Extensive experience in drafting, analyzing and monitoring budgets, forecasts, financial statements, balance sheets, cash flow statements and P&L reports.

### **MAIN ACTIVITIES**

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- ✓ Responsible for the creation of the R&D area of Ferring in Brazil, comprising infrastructure, strategic planning, processes, local projects, and team recruitment;
- ✓ Member of the global team of external sourcing in hard science and healthtech identifying opportunities to be referred to the HQ in Switzerland. You search in Brazil, Latam and global;
- ✓ Brazil Leadership of the Global project of implantation of corporate innovation culture;
- ✓ Definition of 5 years Brazil strategy of R & D projects to be developed, in hard Science and healthtech;
- ✓ Participation in the creation of a partnership with Laboratory Aché (local pharmaceutical industry) for the creation of the 1st Latin American Nanotechnology Laboratory (NILE)
- ✓ Creation of Ferring do Brazil formulations laboratory (infrastructure, team and projects), FIBRA - Ferring Innovation Brazil;
- ✓ Head of the Ferring Brazil innovation Grants program to finance scientific projects in open innovation - R \$ 1 Million in 2017 for 4 projects selected from 140 enrolled;
- ✓ Evaluating and developing a business case for innovative ideas and projects in Hard Science resulting in 2 global projects;
- ✓ Management of high-performance teams (scientific, medical, marketing, financial, operations) to carry out business cases providing fair, harmonic and challenging environment;
- ✓ Forecast / budget management (over R \$ 10 million) of the areas under its responsibility;
- ✓ Management of the contracts of the areas under its responsibility;
- ✓ Co-founder of investment firm seed and angel smart capital in valuation, mentoring and management;
- ✓ Network with companies Venture Capital, Private equity in the search for projects and opportunities;
- ✓ Evaluation and mentoring of startups, research centers and universities identifying opportunities and synergies;
- ✓ Evaluation and preparation of business case of innovative projects in Healthtech (apps, medical devices, point of care);
- ✓ In Business development & licensing, experience in product licensing projects for strategic portfolio;
- ✓ Implementation of the strategy of launching biosimilars in the national market;

- ✓ Management of commercial alliances in contract renegotiation and conflict management

## EDUCATION AND LANGUAGES

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- ✓ **MBA** Business Management - Fundação Instituto de Administração
- ✓ **M.Sc.** in Pharmacology and Pharmacognosy - UFRJ
- ✓ **B.Sc.** in Pharmaceutical Sciences - UFRJ
- ✓ Fluent **English** and **German** and Advanced **Spanish**

## PROFESSIONAL EXPERIENCE

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### HEALTH ANGELS| STARTUP PLUS (Consultant job)

08/2018 - CURRENT

*Angel Investor, Business and Management consultancy for Health entrepreneurs and Startups*

#### **Co-Founder; Business Mentor (Consultant job)**

*Co-founder and member of management board, business mentor*

- ✓ Responsible for sourcing and evaluating projects and business opportunities
- ✓ Management of internal projects and project financing
- ✓ Business consultant for startups and strategy Implantation

#### **Main Achievements:**

- ✓ Mentoring and accelerated 2 startups in Health and Health tech.
- ✓ Sourced, evaluated and business deal of one Health Tech product (app)

### FERRING

08/2015 - 04/2019

*Medium-sized, Swiss-owned multinational pharmaceutical company*

#### **Innovation Manager**

*Report to the General Manager, Brazil and Global VP for R&D, leading a team of six, including two coordinators.*

- ✓ Responsible for innovation and R&D of pharmaceutical formulations.
- ✓ Responsible for the nanotechnology (NILE) and semi-solid (FIBRA) laboratories.
- ✓ Management of internal projects and the project financing program involving universities and technological innovation centers.
- ✓ Implantation of the 5-year innovation and R&D plan for Brazil (infrastructure, team, areas of interest and opportunities).
- ✓ Directly responsible for the preparation and execution of the annual budget and short and long-term reviews and adjustments.

#### **Main Achievements:**

- ✓ Established the R&D department, with a 5-year strategic plan. Successfully led two product innovative projects that are in the process of being transferred to corporate HQ for global implementation. Set up the company's first nanotechnology laboratory (NILE) in partnership with Aché, and Ferring Brasil's formulations laboratory (FIBRA) for the development of semi-solid formulations.
- ✓ Responsible for setting up the research funding program (Ferring Brazil Grants) with four projects covering oncology, fertility, gastroenterology, and endocrinology (in progress).
- ✓ Implanted an innovation culture in the company, including "TED Ferring", with a constant focus on identifying and introducing more efficient processes.

### AMGEN

07/2013 – 07/2015

*Large, US-owned biotechnology company.*

#### **New Business Manager and Alliance Management**

*Report to the New Business Director*

- ✓ Product licensing management.
- ✓ Management of commercial alliances, renegotiation of contracts and conflict resolution.
- ✓ Three-year planning for the hospital unit.
- ✓ Planning and implementation of a launch strategy for biosimilar products in Brazil.

#### **Main Achievements:**

- ✓ Responsible for the execution of the license agreement for generic hospital anti-infection products with high added value amounting to R\$ 50 million.
- ✓ Led the team responsible for analyzing and deploying the launch strategy for biosimilar products in Brazil.

<p><b>UCB</b>  <i>Medium-sized Belgian-owned multinational biotechnology company</i>  <b>New Business Manager and Alliance Management</b>  <i>Report to the New Business Director</i>  ✓ Product licensing management.  ✓ Management of commercial alliances, renegotiation of contracts and conflict resolution following the acquisition of Meizler.</p> <p><b>Main Achievements:</b>  ✓ Reviews and renegotiation of Meizler contracts following acquisition.</p>	<p><b>11/2012 – 06/2013</b></p>
<p><b>CRISTALIA</b>  <i>Large Brazilian-owned pharmaceutical and biotechnology company</i>  <b>New Business Manager 03/2011 – 10/2012</b>  <i>Report to the New Business Director</i>  ✓ Product licensing management.  ✓ Management of commercial alliances, renegotiation of contracts and conflict resolution.</p> <p><b>Main Achievements:</b>  ✓ Acquisition of the SNC product line for the retail unit</p>	<p><b>03/2010 – 10/2012</b></p>
<p><b>Senior Innovation and R&amp;D Researcher</b>  <i>Reported to the Director of the department.</i>  ✓ Managed R&amp;D projects  ✓ Managed alliances with innovation centers in universities.  ✓ Preparation of reports to FAPESP, FINEP and BNDES</p> <p><b>Main Achievements:</b>  ✓ Evaluation of business plans for 10 R&amp;D projects  ✓ All reports approved by FINEP and BNDES</p>	<p><b>03/2010 - 02/2011</b></p>
<p><b>DANNEMANN SIEMSEN</b>  <i>Legal Office specialized in Industrial Property</i>  <b>Technical patent consultant – Patent agent certificate (BRPTO) nº 2244</b></p>	<p><b>12/2007 – 05/2009</b></p>
<p><b>UNIVERSIDADE NOVE DE JULHO</b>  <i>Private University</i>  <b>Professor pharmacognosy and pharmacology</b></p>	<p><b>02/2005 – 12/2007</b></p>
<p><b>FUNDAÇÃO INSTITUTO OSWALDO CRUZ</b>  <i>Public Institute for Scientific Research and new drugs development</i>  <b>Research Fellow - researches new molecules of endophytic fungi</b></p>	<p><b>02/2004 – 02/2005</b></p>

#### **PROFESSIONAL DEVELOPMENT**

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- Business Development – Eye for Pharma 2017 (London)
- Biotechnology Products / Biosimilars: Regulatory and Technical Aspects (Amgen, 16 hours), September/2014
- Mastering Project Management – PM4DEV – 2011
- Cultivars Protection – UFVViscosa – 2010
- Fundamentals of Project Management – PM4DEV – 2010
- Innovation Management – UDESC Inovação / Instituto I3G – 2009
- Intellectual Property and Innovation in Agribusiness – UFSC/MAPA – 2009
- Biosafety – FIOCRUZ – 2004
- CoRT Thinking – Merit Project/UERJ – 1996