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|  |  | Evangelos TsoukasBusiness Unit Director Haematology, Oncology, Specialty & Rare Diseases Genesis PharmaEvangelos Tsoukas CV, 2019 |
| ProfileExperienced Business Unit Director with a demonstrated successful track of working in the pharma industry. Highly capable in a wide area of skills, including Innovative Marketing and effective Sales Management, but also experienced in Forecasting, Analytics, Market Mapping and opportunities Maximization, Business Development, Planning and implementation, in many different areas including Medical Devices, Cardiovascular, Diabetes, Haematology, Oncology.Very Strong in KOL management & development and Medical Associations.University Degree in Biology Sciences from Patras University & Diploma in Business Administration from Leicester UniversityHobbiesAmateur Pilot LicenseSailplane PilotExperienced Paragliding Pilot and ex member of the Greek National TeamAuthor of the books: * Cross Country: Small Details with big impact ISBN9781456330057
* Perimeno ISBN-10: 145650052X
* Wake up: the dream is true ISBN-10: 1456373714

 Playing Keyboards , other instrumentsArt PaintingAmateur Homebuilt ConstructionsMeteorology: * [www.xcproject.gr](http://www.xcproject.gr)
* Thermal Project - Greek Thermals Database

Blogger: * [www.xc-news.blogspot.com](http://www.xc-news.blogspot.com)

VolunteeringActive Participation to Hellenic Haematology Society Campaign for bone marrow donorshipprofessional distinctionsHighest Professionalism MSD employee in 2002Global Marketing Campaign distinction, MSD 2001Global Marketing Campaign distinction, AstraZeneca 2006First country in per capita in sales for Amgen products in Greece with Genesis pharma for 2008First country in per capita Sales for Celgene products in 2018 with Genesis Pharma6th Country in KPIs performance worldwide with MSD for Dyslipidemia Product 20021st Company in Haematology for 2018 (Syndicated Market Research Kantar)1st Price in EEFAM National competition for Revlimid launch in Greek Market, after successfully breaking Gleevec benchmark sales record in Haematology products1st Shire distinction for country sales performance Exceptional performance record in Haematology Market Products, IndiCations & Physicians involved:Fresenius: Hemodialysis, NephrologistsZocor: Dyslipidemia, Internists, Cardiologists, Diabetologists, GPsCozaar: Hypertension, Internists, GPs, CardiologistsTracleer: Pulmonary Hypertension,Rheumatologists, Pulmonologists, CardiologistsZaveska: Gaucher disease InternistsCrestor: DyslipidemiaInternists, GPs, DiabetologistsAranesp: Chemotherapy AnemiaHaematologistsGranulokine: GCSFsHaematologistsXagrid: Essential ThrombocytopeniaHaematologists Kepivance: MucocytisHaematologistsRevlimid: MDS, Multiple Myeloma, MCL Imnovid: Multiple MyelomaVidaza: MDS, CMML, AMLHaematologistsMyocet: Breast CancerYondelis: Sarcoma, Ovarian CancerMepact: OsteosarcomaAbraxane: Pancreatic Cancer, Breast Cancer, Non-Small Cell Lung CancerOncologistsreferrence letters upon request by:Professor Evangelos Terpos University of Athens Medical School Professor Panayiotis Panayiotidis University of Athens Medical SchoolCEO Nephrotec Kostas KaripidisMayor of Ioannina Moses ElisafProfessor Pavlos Toutouzas University of AthensProfessor Nikolas Zagris University of Patras |  | EVANGELOS TSOUKAS**Business Unit Director Haematology, Oncology, Specialty & Rare Diseases** at Genesis PharmaResponsible for Haematology, Oncology, Specialty & Rare Diseases products in the Greek Market, including: Celgene, Pharma Mar, Takeda, Incyte, Amicus Therapeutics, Alnylam & Vifor productsContact DetailsMob +306979777133Tel. +302108771544Tel. +302112147557etsoukas@genesispharma.comevangelos.tsoukas@gmail.com[www.xcproject.gr](http://www.xcproject.gr)[www.xc-news.blogspot.com](http://www.xc-news.blogspot.com)KONSTANTINOU PALAIOLOGOU 27TK 15236NEA PENTELI ATHENSGREECE      EDUCATIONPatras UniversityBiology SciencesDates attended 1990 – 1994National Biology SocietyUniversity of Leicester MBADiploma in Business AdministrationDates attended 2009-2014University of AthensMBA in Health EconomicsOngoingWORK EXPERIENCE**Business Unit Director Haematology, Oncology, Specialty & Rare Diseases** at Genesis Pharma Nov 2019 – present Responsible for Haematology, Oncology, Specialty & Rare Diseases products in the Greek Market, including: Celgene, Pharma Mar, Takeda, Incyte, Amicus Therapeutics, Alnylam & Vifor  products**Business Unit Director Genesis Pharma**Jan 2017 – Nov 2019Head of Haematology and Oncology products portfolio for the Greek market. Responsible for Celgene, and experienced in Pharma Mar, Takeda, Incyte and other businesses as belowResponsible for Greece and supporting Cyprus in Marketing Activities**Business Unit Manager Oncology & Haematology Genesis Pharma**Jan 2014 – Dec 2016Managing Company Business Unit involved with Several Products and Disease areas: Celgene: Revlimid, Imnovid, Thalidomide in Multiple MyelomaVidaza, Revlimid MDS in Myelodysplastic Syndromes /AMLAbraxane in Breast Cancer, Lung Cancer and Pancreatic CancerVifor: Ferinject in iron DeficiencyTakeda: Mepact in OsteosarcomaCephalon: Myocet in Breast CancerPharma Mar: Yondelis in Sarcoma and Ovarian CancerShire: Xagrid in Essential Thrombocytopenia**Head of Marketing, Oncology & Haematology Genesis Pharma**Sep 2013 – Dec 2013Involved with Haematology and Oncology Companies as: AMGEN, CELGENE, Shire, Pharmamar, Cephalon, Takeda With treatment related to several diseases as: Haematological malignancies, Solid Tumors, Rare Diseases, etc.**Marketing Manager-Head of Marketing–Haematology Genesis Pharma**Jun 2007 – Dec 2013Celgene, Amgen, Shire, Vifor, Biovitrum Products**[Senior Product Manager Cardio Vascular AstraZeneca](https://www.linkedin.com/company/1603/)**[Mar 2003 – Jun 2007](https://www.linkedin.com/company/1603/) Crestor Launch in the Greek Market**[Marketing Manager Actelion](https://www.linkedin.com/company/162270/)**[Sep2003 – Mar 2004](https://www.linkedin.com/company/162270/) Tracleer, Zaveska - Orphan Drugs**Business Manager MSD**Jan 2000 – 2003Responsible for: Product Manager Cardiovascular & Specialist Sales Force Supervisor**Product Manager Cardiovascular MSD**Dec1998 – Jan2000Dyslipidemia**Sales Rep – Cardiovascular MSD**Dec 1996 – Dec 1998Antibiotics, Hypertension & Dyslipidemia **Account Manager Dialysis Systems Medispes Nephrology**Sep 1996 – Dec 1997 Dialysis Systems Education and Trainings**MBA Health**“Διοίκηση Οικονομικών ΜονάδωνΟικονομικά Υγείας και Συστήματα Υγείας”Εθνικό και Καποδιστριακό Πανεπιστήμιο ΑθηνώνOngoing since 2019Achieve Performance**Value Selling**Professional Selling SkillsDates attended 2019Franklin Covey**7 Habits of Highly Effective People**Professional EffectivenessDates attended 2018[ZENGER/FOLKMAN](https://www.linkedin.com/search/results/index/?keywords=ZENGER%2FFOLKMAN)**[The Extraordinary Leader](https://www.linkedin.com/search/results/index/?keywords=ZENGER%2FFOLKMAN)**[Organizational Leadership](https://www.linkedin.com/search/results/index/?keywords=ZENGER%2FFOLKMAN)[Dates attended 2018](https://www.linkedin.com/search/results/index/?keywords=ZENGER%2FFOLKMAN)Achieve Global**Executive Leadership Coaching**Commercial CoachingDates attended 2017Achieve Global**Sales Management Coaching****Sales Effectiveness**Dates attended 2017HOW2GROW**Senior Management Media Training** Dates Attended 2019Patras University**Biology Sciences**Dates attended 1990 – 1994National Biology SocietyUniversity of Leicester**Diploma in Business Administration**Dates attended 2009-2014 Athens University of Economics and Business**Leadership Program**Dates attended 2009Prof. Dimitrios BourantasTNS International**Key Account Management Program**Dates attended 2009Garry Hamel**Management Training**Dates attended 2008University of Athens**Clinical Trials Training**Dates attended 2007Organized by Genesis PharmaAstraZeneca**Market Research Training**Dates attended 2006MSD**Crisis Management**Dates attended 2003MSD**Sales Force Effectiveness**Dates attended 2003Cegedim**TEAMS CRM training**Dates attended 2002MSD**Negotiations Skills Program**Dates attended 2002MSD/Israel**Pharmaceutical Marketing Advanced Training**Dates attended 2000IMS**IMS training**Dates attended 1999MSD**Sales Skills Development**Dates attended 1999MSD/Denmark**Marketing Overview Education Program**Dates attended 1999MSD Marketing Principles01 Pliroforiki IT School**Computer Programming Basic, Pascal, Cobol, C, C+**Dates attended 1996 |
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