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|  |  | Evangelos Tsoukas  Business Unit Director  Haematology, Oncology, Specialty & Rare Diseases  Genesis Pharma  Evangelos Tsoukas CV, 2019 |
| Profile Experienced 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 University Hobbies Amateur Pilot License  Sailplane Pilot  Experienced Paragliding Pilot and ex member of the Greek National Team  Author 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 instruments  Art Painting  Amateur Homebuilt Constructions  Meteorology:   * [www.xcproject.gr](http://www.xcproject.gr) * Thermal Project - Greek Thermals Database   Blogger:   * [www.xc-news.blogspot.com](http://www.xc-news.blogspot.com)  Volunteering Active Participation to Hellenic Haematology Society Campaign for bone marrow donorship professional distinctions Highest Professionalism MSD employee in 2002  Global Marketing Campaign distinction, MSD 2001  Global Marketing Campaign distinction, AstraZeneca 2006  First country in per capita in sales for Amgen products in Greece with Genesis pharma for 2008  First country in per capita Sales for Celgene products in 2018 with Genesis Pharma  6th Country in KPIs performance worldwide with MSD for Dyslipidemia Product 2002  1st 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 products  1st Shire distinction for country sales performance    Exceptional performance record in Haematology Market Products, IndiCations & Physicians involved: Fresenius: Hemodialysis,  Nephrologists  Zocor: Dyslipidemia,  Internists, Cardiologists, Diabetologists, GPs  Cozaar: Hypertension,  Internists, GPs, Cardiologists  Tracleer: Pulmonary Hypertension,  Rheumatologists, Pulmonologists, Cardiologists  Zaveska: Gaucher disease  Internists  Crestor: Dyslipidemia  Internists, GPs, Diabetologists  Aranesp: Chemotherapy Anemia  Haematologists  Granulokine: GCSFs  Haematologists  Xagrid: Essential Thrombocytopenia  Haematologists  Kepivance: Mucocytis  Haematologists  Revlimid: MDS, Multiple Myeloma, MCL Imnovid: Multiple Myeloma  Vidaza: MDS, CMML, AML  Haematologists  Myocet: Breast Cancer  Yondelis: Sarcoma, Ovarian Cancer  Mepact: Osteosarcoma  Abraxane: Pancreatic Cancer, Breast Cancer, Non-Small Cell Lung Cancer  Oncologists referrence letters upon request by: Professor Evangelos Terpos University of Athens Medical School  Professor Panayiotis Panayiotidis University of Athens Medical School  CEO Nephrotec Kostas Karipidis  Mayor of Ioannina Moses Elisaf  Professor Pavlos Toutouzas University of Athens  Professor Nikolas Zagris University of Patras |  | EVANGELOS TSOUKAS **Business Unit Director Haematology, Oncology, Specialty & Rare Diseases** at Genesis Pharma  Responsible for Haematology, Oncology, Specialty & Rare Diseases products in the Greek Market, including: Celgene, Pharma Mar, Takeda, Incyte, Amicus Therapeutics, Alnylam & Vifor products  Contact Details  Mob +306979777133  Tel. +302108771544  Tel. +302112147557  [etsoukas@genesispharma.com](mailto:etsoukas@genesispharma.com)  [evangelos.tsoukas@gmail.com](mailto:evangelos.tsoukas@gmail.com)  [www.xcproject.gr](http://www.xcproject.gr)  [www.xc-news.blogspot.com](http://www.xc-news.blogspot.com)  KONSTANTINOU PALAIOLOGOU 27  TK 15236  NEA PENTELI  ATHENS  GREECE       EDUCATIONPatras UniversityBiology SciencesDates attended 1990 – 1994National Biology SocietyUniversity of Leicester MBADiploma in Business AdministrationDates attended 2009-2014 University of Athens  MBA in Health Economics  Ongoing WORK 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 2019  Head of Haematology and Oncology products portfolio for the Greek market. Responsible for Celgene, and experienced in Pharma Mar, Takeda, Incyte and other businesses as below  Responsible for Greece and supporting Cyprus in Marketing Activities  **Business Unit Manager Oncology & Haematology Genesis Pharma**  Jan 2014 – Dec 2016  Managing Company Business Unit involved with Several Products and Disease areas:   Celgene:  Revlimid, Imnovid, Thalidomide in Multiple Myeloma  Vidaza, Revlimid MDS in Myelodysplastic Syndromes /AML  Abraxane in Breast Cancer, Lung Cancer and Pancreatic Cancer  Vifor:  Ferinject in iron Deficiency  Takeda:  Mepact in Osteosarcoma  Cephalon:  Myocet in Breast Cancer  Pharma Mar:  Yondelis in Sarcoma and Ovarian Cancer  Shire:  Xagrid in Essential Thrombocytopenia  **Head of Marketing, Oncology & Haematology Genesis Pharma**  Sep 2013 – Dec 2013  Involved 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 2013  Celgene, 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 – 2003  Responsible for:  Product Manager Cardiovascular & Specialist Sales Force Supervisor  **Product Manager Cardiovascular MSD**  Dec1998 – Jan2000  Dyslipidemia  **Sales Rep – Cardiovascular MSD**  Dec 1996 – Dec 1998  Antibiotics, Hypertension & Dyslipidemia  **Account Manager Dialysis Systems Medispes Nephrology**  Sep 1996 – Dec 1997  Dialysis Systems Education and Trainings **MBA Health**  “Διοίκηση Οικονομικών Μονάδων  Οικονομικά Υγείας και Συστήματα Υγείας”  Εθνικό και Καποδιστριακό Πανεπιστήμιο Αθηνών  Ongoing since 2019  Achieve Performance  **Value Selling**  Professional Selling Skills  Dates attended 2019  Franklin Covey  **7 Habits of Highly Effective People**  Professional Effectiveness  Dates 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 Coaching  Dates attended 2017  Achieve Global  **Sales Management Coaching**  **Sales Effectiveness**  Dates attended 2017  HOW2GROW  **Senior Management Media Training**  Dates Attended 2019  Patras University  **Biology Sciences**  Dates attended 1990 – 1994  National Biology Society  University of Leicester  **Diploma in Business Administration**  Dates attended 2009-2014  Athens University of Economics and Business  **Leadership Program**  Dates attended 2009  Prof. Dimitrios Bourantas  TNS International  **Key Account Management Program**  Dates attended 2009  Garry Hamel  **Management Training**  Dates attended 2008  University of Athens  **Clinical Trials Training**  Dates attended 2007  Organized by Genesis Pharma  AstraZeneca  **Market Research Training**  Dates attended 2006  MSD  **Crisis Management**  Dates attended 2003  MSD  **Sales Force Effectiveness**  Dates attended 2003  Cegedim  **TEAMS CRM training**  Dates attended 2002  MSD  **Negotiations Skills Program**  Dates attended 2002  MSD/Israel  **Pharmaceutical Marketing Advanced Training**  Dates attended 2000  IMS  **IMS training**  Dates attended 1999  MSD  **Sales Skills Development**  Dates attended 1999  MSD/Denmark  **Marketing Overview Education Program**  Dates attended 1999  MSD Marketing Principles  01 Pliroforiki IT School  **Computer Programming Basic, Pascal, Cobol, C, C+**  Dates attended 1996 |
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