



Alin Liviu Preda

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Date of Birth: 07.11.1981

Experience:

Dec 2015 – Present: Health and Value Manager Pfizer Romania (GIP & Vaccines)

- Access strategy for Enbrel, Hemophilia (Home Care Program) and Prevenar 13 (Value Proposition and pricing proposal)
- Negotiation with MoH, National Health Insurance House
- Value Proposition for National Health Insurance House in line with internal biological treatment LoE
- Industry Association lead for Real World Data and Managed Entry Agreements Task Force Lead
- Support for all GIP portfolio in all businesses and access strategies
- Direct reports: Pricing Specialist and Real World Data Trainee

Feb 2015 – Dec 2015: HEOR & Pricing Manager Pfizer Romania

- HEOR projects for Champix, Eliquis, Enbrel, Prevenar 13 (Poster Publication)
- Strategic and tactical expertise in launch process of new products (Palbociclib, Xeljanz)
- Pricing policy and actions for all Pfizer portfolio

Oct 2012 – Jan 2015: Health Outcomes Specialist GSK Romania

- Market Access Strategy for all GSK portfolio
- HTA File preparation and submission
- Cross-functional team support

June 2011 – Oct: Public Health Medical Doctor, National School of Public Health, Bucharest Romania

- Health Economics training curricula development for Hospital Managers
- Analysis and Reports for National Health Insurance House

Jan 2007 – Jan 2011: Public Health Medical Doctor Resident, University of Medicine Carol Davila, Bucharest

- Bio-statistics, Health Care Management, Health Economics, Bio-ethics, Health Care Financing, Medical Research, etc

Education:

- PhD student 2013 – 2019 University of Medicine Carol Davila, Bucharest
- Public Health Medical Doctor – 2011, University of Medicine Carol Davila, Bucharest
- Master Degree in Public Health and Health Care Management, University of Medicine Carol Davila, Bucharest
- Medical Doctor: 2000 – 2006: University of Medicine and Pharmacy Victor Babes, Timisoara

Affiliation:

- Director ISPOR Romania Chapter
- Member of Romanian Public Health Association (ARSPMS)
- Member of European Public Health Association (EUPHA)