



KATIA WENDT

Brazilian, married, pet mother:
Dogs (Apollo & Bela) and
Cats (Max and Polly).

LANGUAGE:

English – Portuguese
Spanish – German

CONTACT

PHONE:

+507-6567-0414

LINKEDIN:

[@katia-wendt-032b5810/](#)

INSTAGRAM:

[@katiawendt](#)

e-MAIL:

katia.wendt@katiawendt.com

WEBSITE:

www.katiawendt.com

EXPERTISE SUMMARY

- * 2 MBAs: Health Economic & Audit. – Graduation: Nursing Bachelor.
- * 20 years of multinational experience.
- * Worked at the top 4 Multinational Pharmaceutical Industry: Roche–Ely Lilly–Janssen–MSD.
- * Therapeutical Areas: Oncology – Hematology – Autoimmune.
- * Country's function experience: Global & Regional (EMA – US/PR - LATAM & Emerging Markets). Countries former residence: Brazil – Argentina – Germany – Panama.
- * Representative at Pharma Trade Association (Interfarma – Sidusfarma – Fedefarma).
- * Professor: Market Access – Clinical Research Operations – Relocation and Career.
- * Mentor/Coach: Relocation and Career Development.

CORE QUALIFICATIONS:

- * Clinical, Market Access, Negotiation & Pricing Acumen.
- * Portfolio and Lifecycle Management.
- * People Management.
- * Management of several project with third partners/vendors/countries and regions.
- * Relocation and Career Mentor & Coaching.

SKILLS:

- * Strong ability to engage internally and externally.
- * work cross-functionally and under pressure.
- * Adaptability & Emotional Intelligence.
- * Global Awareness & Networking.
- * Cross-Cultural Communication & Confident in presentations.
- * Inclusive Leadership & Learning Agility.
- * Strategic Thinking & Conflict Resolution.
- * Creativity & Innovative.
- * Problem solving oriented, organized, and focused.

AWARDS:

- * 2022 – Several internal Awards - Inspire recognitions, for efforts in advancing access to Women's Cancer.
- * 2021 – MSD – New Ways of Working Award.
- * 2020 – MSD - Global Oncology Award – ODPL (Oncology Digital Payer Library).
- * 2019 – Janssen - Regional Design for Access Award – Prostate Cancer Innovative Contract Model.
- * 2018 – Johnson and Johnson - Global James Bruck Award – Payer Advisory Board with IBM for AI in Oncology.
- * 2017 – Janssen - Global Market Access Award - Innovative Evidence Generation.
- * 2014 – Eli Lilly - Best Oncology Market Access Plan in Emerging Markets.
- * 2011 – ImClone - Led the Innovative oncology scientific exchange meeting to discuss ImClone & Lilly oncology pipeline. The model was considering best practice globally and used in US.
- * 2010 – ImClone - Global Clinical Operation Awards for speeding up recruitment for Oncology Trials.
- * 2009 – ImClone - Regional Award for leading and accelerating the MoH (ANVISA) approvals (unique case).
- * 2006 – Bayer – Global Recognition for making difference in Einstein studies.

CAREER HIGHLIGHTS

- * Involved in up 750 Access and Reimbursement Submissions around the world.
- * Reviewed up 75 HEOR studies.
- * Led up to 30 Pricing Business cases including Innovative and Alternative contract models.
- * Led up to 15 Main Access Projects (Digital Payer Library – IBM Parentship – AVTL – EIF – Access Compliance SOPs). Managed up to 40 Protocols across Oncology, Autoimmune and hematology: (Phase I, II and III), Early Access Programs and Compassionate Use.
- * Overview up to 600 MoH approvals.
- * Responsible for up to 3000 sites activations and EC approvals.
- * Lead up to 15 Kick-off meetings.
- * 5 Global CRO Management (PPD – Parexel – Quintiles – Icon – Covance).

PROFESSIONAL EXPERIENCE

EDUCATION

Master Business of Administration (MBA): Health Economics Management

Federal University of São Paulo – UNIFESP – Brazil – 2014

Master Business of Administration (MBA): Health Services Audit.

Brazilian Institute of Post-Graduation and Extension – IBPEX – Brazil – 2006

Bachelor of Science: Nursing

Federal University of Rondônia – UNIR- Brazil – 2003

SYSTEMS

- * Microsoft Office
- * SAP
- * Workday
- * Arriba
- * HEART

MSD: GLOBAL MARKET ACCESS LEAD WOMENS' CANCER

2019 – 2023

Strategic Leadership in Healthcare:

- * Led and managed diverse strategic initiatives in healthcare, with a focus on market access and reimbursement.
- * Developed and executed comprehensive access and reimbursement strategies, engagement plans, and oversaw budgets and vendor selection.
- * Collaborated across functions, providing critical insights to support business decisions, foster business growth, and ensure compliance with partnership programs.

Integrated Access and Reimbursement Expertise:

- * Spearheaded integrated Access and Reimbursement strategy for the WC portfolio, emphasizing pricing strategy and HEOR/RWE collaboration.
- * Managed global access dossier submissions, provided market access advice for regulatory submissions, and directed payer digital campaigns.
- * Contributed access perspectives to clinical development, engaged in external market research, and facilitated strategic engagements.

Compliance, Digital Solutions, and Talent Development:

- * Ensured compliance with Merck Alliance programs, implemented digital solutions for payers, and contributed to affordability initiatives.
- * Played a pivotal role in talent development and provided market access insights for R&D.

Eli LILLY & JANSSEN: MARKET ACCESS AND PRICING - DIRECTOR

2013 - 2019

Healthcare Access Optimization:

- * Specialized in optimizing healthcare access for serious conditions, including cancer and blood diseases.
- * Led strategies for Oncology, Hematology, and Autoimmune conditions across brand life cycle phases.

Global Collaboration for Efficient Healthcare:

- * Collaborated with global teams to design efficient healthcare strategies.
- * Played a vital role in ensuring patients worldwide receive necessary treatments.

Strategic Advisory and Project Leadership:

- * Advised and guided countries on access strategies, including Market Access Launch plans and HTA submissions.
- * Led affordability projects, Product Value propositions, and mapped key stakeholders via digital channels.

Negotiation and Team Management:

- * Conducted negotiations for crucial oncology drugs.
- * Managed teams and established Market Access Teams and SOPs with a focus on access capability training.

Comprehensive Healthcare Planning:

- * Played a pivotal role in planning and decision-making across healthcare aspects.
- * Managed Patient Advocacy, Bid & Tender processes, and implemented HEOR, RWE, LDG Studies, and Economic Models.

Data Alignment and Regulatory Liaison:

- * Led alignment of Epidemiological and patient funnel data for forecast accuracy.
- * Liaised with regional regulatory affairs and medical teams, supporting local data generation studies for enhanced patient access.

ROCHE – COVANCE – ELY LILLY & IMCLONE: SUMMARY

2004 – 2014

- * Experience in clinical trials operations by managing global clinical trials (Phase 1 to 3) oncology and immunology.
- * Build globally clinical trials strategy and the whole plan.
- * CRO selection, oversight, and management to conduct global studies.
- * CRO experience as clinical trial monitor.
- * Responsible for Forecast & Team Management.
- * Project and Budget management & Owner/Host and Presenter of Investigator (ISST) and IDMC meetings.
- * Advisor for clinical trials dossiers preparations, submissions to MoH and EC.
- * Protocol design & reviews including comparator analysis cross-regions.
- * Liaison with Clinical Development Teams (CDTs), Business Units, affiliates and TPO partners regarding clinical trials performance & mitigation plans.
- * Management Clinical trial supplies projections and tracking across several countries.