

AIPPI CONGRESS RIO DE JANEIRO

October 10 - 14, 2015

Panel Session Pharma 3

Technology transfer: public versus private interests

Tuesday, October 13, 2015

14.00 – 15.30

Speaker:

Guilherme Leser

(Brazil)

Curriculum Vitae

Guilherme Leser



With eight years of prior experience in audit firms and business consulting companies, Guilherme Leser started his career at MSD's Brazilian subsidiary in 1995, having held different Marketing and Sales positions. In 2005, he was transferred to the United States in the position of Regional Vaccines Director with responsibilities on Canada, Middle East, Eastern Europe and Latin America, where he worked in the global launch of the quadrivalent HPV vaccine. In 2008, he returned to MSD Brazil as Vaccines and Respiratory Business Unit Director.

Thanks to his sound experience in the pharmaceutical industry in Brazil and abroad, in 2010 he was named MSD Brazil's institutional director, a position he held up to 2012, when he left the company to take office as Communications and Government

Relations Director at Amgen Brazil. Leser returned to MSD in August 2013 as Access, Communications, and Government Relations Director.

Throughout his career at MSD, Guilherme Leser has been participating in strategic projects that directly affect the quality of life of important segments of the population. Those projects include access programs such as the recent Productive Development Partnership signed with the Brazilian government and Instituto Butantan that provides for technology transfer to produce two vaccines: quadrivalent HPV and Hepatitis A vaccines.

The Executive is also active at different institutions such as Amcham, Bio, ETCO, Interfarma, CNI, among others. Guilherme has a bachelor's degree in Advertising and Marketing from Universidade Metodista and Business Administration from Universidade Mackenzie. He also holds an MBA from USP (University of São Paulo).