

Adam Hadjinian currently leads Qral Group's service offerings to clients in San Francisco. He also leads the Qral's external business development & collaborations.



Experience

- Qral Group, Member. Jan'16 - Present
- GLG Life Sciences, VP Strategic Projects. Mar'15-Feb'16
- ZS Associates, Associate Principal. Jun'99 - Mar'15

Education

- Kellogg School of Management, MBA 2004. Specialized in Global Health Industry management
- University of Wisconsin, BBA 1999. International Business and Marketing

Dedicated >15 years focusing on global pharmaceutical & biotech product commercialization. Broad experience across all elements of the product life cycle, including asset evaluation, commercial operations, finance & strategy, and in-line US brand marketing.

At Qral Group, Adam has focused on ultra orphan commercialization issues - working closing with clients in New Product Planning, Launch, In-line Brand Marketing, and Commercial Operations.

At GLG Life Sciences, Adam focused on helping them to build a full-service consulting offering, on top of their BD evaluation platform. Objective to help bring a higher-level service offering to the leading platform for conducting BD&L evaluations in life sciences.

At ZS Associates, gained broad experience across a range of "Big Pharma" commercial issues:

- Supporting 15, in-line US marketing teams from 2009 - 2015, focusing on commercial effectiveness issues to improve P&L performance. Exposure to how issues affect a wide range of Therapeutic areas, including Anti-Platelets, Anti-Psychotics, Diabetes, Erectile Dysfunction, Hyperlipidemia, MDD, RA, Psoriasis & Psoriatic Arthritis, Testosterone, Oncology (Breast, CRC, Gastric, H&N, NSCLC).
- Global experience with a major Big Pharma, working in >10 affiliates, conducting country and regional sales & marketing projects from the US, European, and Asian HQ. Includes global integration of sales & marketing organization for blue chip merger.
- Range of commercial operations issues, such as global commercial sales force design, territory alignment, incentive compensation across a range of Top 20 pharma firms

At Kellogg, gained a global perspective on health delivery:

- Participated in detailed survey of the health delivery market in Japan, which included a special project, conducted on-site with biotech manufacturer, AnGes MG, in Osaka, Japan.

Publications

- Orphan Product Commercialization Playbook, Qral Group, 2016
- Talent on Demand, Asset Evaluation Menu for Life Sciences BD&L, GLG, 2015
- Integrating Sales & Marketing: Optimization Commercial Investment & Maximizing Execution Agility, Pharmaceutical Marketing Sciences Association (PMSA), 2013
- Maximizing the Value of Claims Data for Brand Analytics, PMSA, 2012