



Miguel Ángel Tirado

Leading commercial and market access strategies that drive revenue growth and market share. Designing and executing institutional and governmental access plans for innovative therapies. Managing multimillion-dollar portfolios with full accountability for P&L, pricing, and tenders. Building and developing high-performing teams in cross-cultural environments. Driving innovation, digital transformation, and strategic partnerships within the healthcare ecosystem.



Pfizer Mexico – Country Brand Lead ELIQUIS® & Internal Medicine Foundational Portfolio. March 2020 – Present | Mexico City.

Responsible for the strategic and operational management of the Internal Medicine portfolio, generating \$112M USD in 2024. Designed and implemented an innovative omnichannel model for mature brands that achieved 4% sustained annual growth with minimal investment.

Positioned ELIQUIS® as a blockbuster brand, increasing sales from \$10M USD in 2020 to \$52M USD in 2024. In the government segment, revenues grew from \$2M to \$21M USD, while the private market rose from \$10M to \$31M USD. Achieved market leadership in 2023 and improved IBT efficiency by 12% between 2020 and 2025. Designed and implemented the “Cardio Health Solutions Partners” structure, leading six national collaborators with an integrated focus on value-based solutions.

Independent Consultant – Market Access and Commercial Strategy

CORAD, AMETIPS, MEDICAWEB, INTEGRA MÉDICA | March 2017 – March 2020 | Mexico City.

Advised private healthcare organizations on institutional positioning and market access strategies. At Integra Médica, consolidated a \$2M USD integrated services contract with PEMEX. Led patient registry and publication projects with Fundación IMSS and multiple medical societies in cardiology, CNS, hematology, and oncology, generating actionable data that helped shape public health policies and strengthen collaboration between medical practice and therapeutic access.

Bayer 2007 – 2017. Holding the following positions:

Head of Market Access. January 2015 – March 2017 | Mexico City.

Led the Market Access team for government and payer institutions such as IMSS and ISSSTE, overseeing 120 strategic accounts and managing \$60M USD annually in tenders. Presented and obtained five new molecule codes before the CNM-CSG in oncology, cardiology, and family planning. Secured over \$30M USD per year in awarded tenders, another \$30M USD in sole-source brands, and achieved two- to three-digit demand increases in key products. Improved IBT profitability by 3% and developed tailored value propositions aligned with institutional payer objectives.

Global Brand Manager Xarelto® (Expatriate)

May 2013 – December 2014 | Berlin, Germany.

Directed the global marketing strategy for Xarelto® in stroke prevention in atrial fibrillation (SPAF), leading cross-functional teams and international campaigns based on real-world evidence, including the *Make Once Daily Meaningful* initiative. Contributed significantly to Xarelto’s consolidation as the leading direct oral anticoagulant (DOAC) worldwide. In Latin America, achieved rapid and dominant market penetration exceeding 60% in major markets such as Brazil and Mexico. Played a key role in the brand’s historical success, reaching \$12B USD in global sales—the most successful launch in Bayer’s history.

Executive Profile.

Senior pharmaceutical executive with an extensive career in global healthcare companies, specializing in commercial strategy, market access, and brand leadership within highly regulated environments. Proven track record leading multimillion-dollar portfolios, building high-performing teams, and driving sustainable growth through innovative commercial models. Skilled in negotiating with public and private institutions to ensure equitable access to advanced therapies.

My goal is to continue leading strategic initiatives that deliver profitable growth, optimize product lifecycles, and strengthen institutional relationships with key healthcare stakeholders.

Education.

- Doctorate in Public Policy – CESCIJUC (In Progress, 2022–2025)
- MBA in Senior Management, Communication & Advertising – CU de Comunicación (2008–2010)
- Specialization in Strategic Marketing – ITAM (2003–2004)
- Specialization in Training Administration – Universidad Intercontinental (1997–1998)
- Bachelor’s Degree in Pharmaceutical Chemistry and Biology – Universidad Autónoma Metropolitana (1987–1991)

Certifications & Professional Development.

- Coaching & Commercial Leadership – Sanofi
- Sales Force Training Programs – Bristol Myers Squibb
- Strategic Marketing & Medical Communication – Bayer Global
- Institutional Access Techniques – Bayer Mexico
- Market Analysis & Intelligence – W Research

Languages.

- Spanish: Native
- English: Bilingual

Therapeutic Area Head, Cardiovascular. August 2007 – April 2013 | Mexico City.

Led the launch of key cardiovascular brands such as Xarelto® and Adempas® across public and private markets, managing the P&L and a 14-member team. Secured full market access for Xarelto® (from NF coding) and achieved a 70% market share, with peak sales of \$80M USD in Mexico. Managed the lifecycle of brands such as Aspirin Protect®, Adalat®, and Glucobay®, and developed medical communication tools that strengthened the national sales organization's performance.

W Research (Facts & Finds) – Commercial Director.
July 2006 – July 2007 | Mexico City.

Led commercial operations for market research solutions within the pharmaceutical sector. Managed a 10-person team and a \$2M USD sales target. Expanded the client base by 50% and annual sales by 20% through innovative projects in thrombosis, oncology, and HIV. Strengthened the company's position as a strategic institutional research partner for major pharmaceutical clients.

Sanofi Mexico. 2000 – 2006 | Mexico City. Holding the following positions:

Product Manager – Cardiovascular Division (2004–2006)

Directed the institutional market for Clexane®, achieving 80% market share and double-digit annual growth, primarily in the government sector. Built strong relationships with medical societies and key opinion leaders, promoting the RENASICA clinical evidence program and positioning the brand as a therapeutic benchmark.

Marketing and Sales Support Manager (2000–2003)

Oversaw training, administration, and commercial effectiveness, managing 14 direct reports. Achieved 100% certification of the national sales force in REMOS (Successful Results Through Objective-Based Monitoring) and 100% of first-line managers in Coaching & Counselling. Standardized commercial execution across a 600-person sales force in four business units, optimizing promotional efficiency by 20% through Sizing, Segmentation, Priority & Targeting methodologies. Supported blockbuster brands including Plavix®, Aprovel®, and Clexane®.

Bristol Myers Squibb – Training Manager, District Manager & Medical Representative. September 1996 – October 2000.

Developed and implemented sales training and coaching programs for district managers and representatives. Led sales teams that consistently met commercial objectives, strengthening key client relationships and supporting the development of impactful communication strategies across multiple therapeutic areas.

Schering Plough – Medical Representative.
June 1995 – September 1996 | Mexico City.

Promoted and positioned pharmaceutical products across assigned territories, building trusted relationships with physicians and consistently meeting sales targets and promotional goals.

I am particularly interested in opportunities that involve:

- Leading commercial strategies within the pharmaceutical and healthcare industries, maximizing revenue and market share.
- Designing and executing institutional and governmental access plans to ensure inclusion and coverage of innovative therapies.
- Managing multimillion-dollar portfolios with full accountability for P&L, pricing, and tender processes.
- Developing and positioning brands to achieve blockbuster status within highly regulated markets.
- Building and leading high-performing teams in multicultural and cross-functional environments.
- Implementing omnichannel models and digital solutions that enhance engagement with healthcare system stakeholders.
- Establishing strategic alliances with key opinion leaders, public and private institutions, and major distributors.
- Driving innovation, digital transformation, and business expansion initiatives within the pharmaceutical sector.