

## Itzia Marcela Quevedo Zavala

I drive profitable growth by transforming portfolios through data-driven strategic decision-making. I design and execute brand lifecycle strategies, lead cross-functional teams, and align commercial execution to deliver measurable business results. Proven ability to launch, scale, and reposition brands in highly competitive markets, generating significant impact on market share, revenue growth, and profitability at both national and regional levels.

### **Schwabe Pharma México** | Mar 2023 – Present

#### **CNS & Urology Marketing Manager** | Apr 2024 - Present

Portfolio: 6 brands (Lasea, Tebonin, Prosgutt, Hiperikan, Neolaikan, Urogutt)

- Lead integrated strategy for CNS and Urology portfolio (6 brands), contributing 39% of total revenue. Manage annual budget of MXN ~ 35M.
- Deliver strong brand performance (CAGR MAT Dec-25): Lasea: +27.6% value | +19.7% units; Tebonin: +25.1% value | +8.7% units; Prosgutt: +19.2% value | +13.9% units.
- Drive lifecycle management, pipeline strategy, and future indication launches.
- Lead and develop marketing team; align strategy with 170+ sales representatives.
- Collaborate in global strategic workshops with cross-regional teams.

#### **Senior Brand Manager – CNS** | Mar 2023 – Mar 2024

Portfolio: 2 brands (Lasea and Neolaikan)

- Contributing 10% of total revenue. Manage annual budget of MXN ~ 11M.
- Led conversion strategy for Lasea in the anxiety market. Increased market share from: 7.1% → 16.3% value | 6.5% → 15.7% units; delivered growth: +38.4% value | +29.7% units and achieved 106% vs. forecast (MAT Dec-23).
- Strengthened prescription penetration across specialties: +30.3% GP | +15.4% IM | +38.1% Psychiatry | +82.7% Pediatrics (MAT Dec-23).

### **Teva Pharmaceuticals** | Nov 2021 – Nov 2022

#### **Senior Franchise Manager – Cardiovascular**

Portfolio: 4 brands (Vasculflow, Dombrel, Tevardis, Temitev)

- Contributing 35% of total revenue. Manage annual budget of MXN ~ 5.5M.
- Led turnaround strategy for Dombrel, Tevardis, Temitev, through pricing optimization and strategic message repositioning. Accelerated market share within 9 months: Dombrel: 5% → 11% | Tevardis: 2% → 6% | Temitev: 0.5% → 4% in units (MAT Oct-22).
- Redefined growth strategy for Vasculflow by identifying new market drivers. Delivered +11% unit growth and +28% value growth within 9 months. (MAT Oct-22).

### **IFA Celtics** | Jan 2017 – Nov 2021

#### **Women's Health Care Brand Manager** | Feb 2019 – Nov 2021

Portfolio: 4 brands (Gynomunal, Phlebodia, Eilein, Pleniren)

- Designed and executed expansion, launch, and relaunch strategies for the climacteric portfolio; contributing 20% of total revenue. Managed annual budget of MXN ~ 20M. Delivered growth: +11% units | +10% value (MAT Nov-21).
- Led Eilein relaunch strategy: increased market share from 3% → 30% units | 2% → 27% value; accelerating growth: +30% units | 27% value (MAT Nov-21).
- Collaborated with 200+ sales representatives to ensure effective field execution.

#### **Metabolic Health Care Brand Manager** | Jan 2017 – Feb 2019

Portfolio: 8 brands (Acxion, Itravil, Lose, Norex, Diety, Tendiren, Muvareta, Nutraceutical Line)

- Led portfolio strategy, representing 50% of total company revenue. Managed annual budget of MXN ~ 30M.
- Defined segmentation, positioning, and growth strategies across Rx and alternative channels. Delivered +23% unit growth and +21% value growth in the Rx market (MAT Dec-18).
- Successfully launched Tendiren as a niche-market strategy. Achieved market share in the 1st year: 18% units | 34% value (MAT Dec-18).
- Ensured strategic alignment with a 200+ sales force to drive execution.

### **Professional Profile.**

Pharmaceutical marketing leader with a strong track record of building, launching, turning around, and scaling prescription and OTx portfolios across national and multinational organizations.

Led brand lifecycle management, go-to-market strategies, competitive repositioning, and profitable growth initiatives supported by deep market analytics, prescription insights, and omnichannel execution.

Managed marketing teams and coordinated sales forces of over 200 representatives, contributing to strategic decisions focused on market share expansion, profitability, and long-term business sustainability.

### **Professional Objective.**

To join a healthcare, pharmaceutical, or life sciences organization in a senior leadership role, assuming strategic responsibility for portfolios or business units, driving profitable growth through data-driven decision-making, and advancing toward Commercial or General Management positions.

**Metapharma** | Dec 2015 – Jan 2017

**Product Manager**

Portfolio: Obesity, Insomnia, Antibiotics, Probiotics.

- Designed repositioning strategies for mature brands under licensing agreements.
- Conducted financial evaluations including >70% projected margins and 5-year ROI analysis to strengthened competitive positioning and supported successful relaunch of licensed brands.

**AstraZeneca** | Jun 2008 – Nov 2015

- Held five progressive roles with increasing responsibility across commercial, digital, and analytics functions:

**Senior Intelligence Analyst** | Aug 2013 – Nov 2015

4 portfolios: Diabetes, Cardiovascular, Respiratory, and Gastrointestinal.

- Delivered strategic insights to support commercial and marketing decision-making through market behavior analysis.
- Led and developed market research studies. Managed annual budget MXN ~ 7M.

**Medical Sales Representative** | May 2012 – Aug 2013

Portfolio: 6 brands (Brilinta, Crestor, Atacand, Symbicort, Vannair, Nexium)

- Managed key territories in Mexico City, including Roma Sur, Escandón, Condesa, and Siglo XXI Hospitals.
- Drove prescription growth and strengthened relationships with healthcare professionals.

**Digital Marketing Leader** | Jan 2011 – May 2012

Portfolio: 4 brands (LosecA, Xyloproct, Xyloderm y Emla)

- Led the digital strategy for OTC brands with an annual budget MXN ~ 5M, through initiatives that enhanced brand recognition and consumer engagement.

**OTC Brand Associate** | Apr 2009 – Jan 2011

Portfolio: 4 brands (LosecA, Xyloproct, Gelidol, Xyloderm y Emla)

**OTC Marketing Trainee** | Jun 2008 – Apr 2009

Portfolio: 4 brands (LosecA, Xyloproct, Gelidol, Xyloderm y Emla)

**Education & Certifications.**

Postgraduate Degree in Strategic Brand Management  
Universidad Panamericana – Mexico City | Oct 2011 – Oct 2012

Bachelor's Degree in Business Administration & Marketing  
Universidad Panamericana, Mexico City | Aug 2005 – May 2009

**Languages.**

Spanish: Native  
English: Advanced

**Technical Skills & Platforms.**

Advanced Excel  
IQVIA, Close-Up, Knobloch, Infonis, Retail analytics:  
Walmart Retail Link, Benavides