



# Marcio de Paula

Innovation Advisory | Business Development | Corporate Strategy

Dynamic and visionary C-level executive with extensive experience in business development, corporate strategy, external innovation, and R&D program management. Adept at driving growth and fostering innovation within the healthcare sector. Proven track record in leading cross-functional teams, managing complex projects, and developing strategic partnerships across global markets.

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## SKILLS

Strategic Leadership in Healthcare

Global Business Development

Board Governance

Innovation & Ecosystem building

Healthcare & Pharma Regulatory Acumen

Growth Strategy

Stakeholder engagement & Communication

Crisis Management & Resilience Building

Corporate Strategy

## WORK EXPERIENCE

### Founder | CEO

#### Brazilian Health Innovation Institute - IBIS

10/2024 - Present

IBIS – Brazilian Health Innovation Institute is a virtual hub dedicated to advancing innovation in the health and biotech sectors.

Achievements/Tasks

- I lead strategic initiatives to connect startups, corporations, and investors.
- Driving innovation, providing tailored consultancy, and fostering partnerships that bridge science, technology, and business to create impactful solutions in healthcare.
- I help organizations, big or small to connect to Brazilian health and biotech innovation ecosystem in order to generate value and create business opportunities.

### Board Member

#### The Global Centre for Risk and Innovation - GCRI

01/2024 - Present

Toronto, Canada

International non-profit R&D center focused on advancing knowledge and solutions in the fields of risk management, resilience, and innovation.

Achievements/Tasks

- **Setting Strategic Direction:** Actively involved in shaping and guiding the global strategic direction of GCRI. This includes closely aligning regional strategies with our overarching global objectives to ensure a cohesive approach to our mission.
- **Integrating Regional Operations:** Committed to seamlessly integrating regional operations with broader global initiatives. Helping to foster effective collaboration across our diverse global leadership team, enhancing synergy and operational efficiency.
- **Addressing Global Challenges:** Focused on identifying and tackling global challenges that have a direct impact on our mission and goals. Leveraging our collective expertise to devise innovative solutions that advance our strategic objectives globally.

### Strategic Advisor

#### Green Rock

07/2024 - Present

Independent Venture Capital and Private Equity manager in healthcare, combining over 40 years of executive, entrepreneurial, and investment experience in the health sector.

Achievements/Tasks

- **Provide strategic support in health innovation ecosystems,** biotechnology startups, new drug development, and innovation portfolio management.
- **Conduct analyses, studies, and reports on businesses** related to Green Rock's areas of operation, contributing to the transformation and enhancement of the venture capital and sustainable investment sector in health in Brazil.
- Operate independently, collaborating with the team to ethically and professionally achieve common goals.

## WORK EXPERIENCE

### Strategic Advisor - Ad hoc

#### Sao Paulo State Research Foundation - FAPESP

09/2023 - Present

São Paulo, Brazil

FAPESP is a public foundation with the mission to support research projects in higher education and research institutions, in all fields of knowledge.

##### Achievements/Tasks

- **Formulating Expert Opinions** : I provide insightful and informed opinions to assist the Area Coordination and the Scientific Board. My assessments are instrumental in determining the suitability of support for various research initiatives.
- **Promoting Research Excellence** : Utilizing my active research expertise, both in Brazil and on the international stage, I critically assess and advise on the scientific merit and prospective impact of submitted proposals, thereby promoting and advancing research excellence.
- **Guiding Strategic Decisions** : Helping to shape the organization's comprehension and strategic decision-making process. I ensure that the support is strategically aligned and granted to initiatives that adhere to FAPESP's strategic goals and contribute significantly to the advancement of scientific knowledge.

### Founder - Brazilian Pharmaceutical Innovation Network

#### Sindusfarma - Brazilian Syndicate of Pharmaceutical Industries

02/2020 - Present

São Paulo, Brazil

Professional network aimed at bringing together diverse stakeholders, centered on addressing critical challenges in the pharmaceutical sector.

##### Achievements/Tasks

- **Innovation Ecosystem Development** : Leading efforts to create and nurture a thriving innovation ecosystem. Facilitating collaboration among industry professionals, government entities, and academic institutions to advance pharmaceutical innovation.
- **Project Design and Implementation** : Overseeing the design and implementation of strategic projects that enhance the pharmaceutical sector's innovation capacity.
- **Thought Leadership and Knowledge Sharing** : Representing RBIF at various national and international forums. Sharing insights and best practices in pharmaceutical innovation, driving discussions on emerging trends and challenges in the sector.
- **Promoting Collaborative Research** : Encouraging and facilitating collaborative research efforts, aimed at addressing key challenges and unlocking new opportunities in pharmaceutical innovation.

### Senior Science & Innovation Manager

#### Ferring Pharmaceuticals [🔗](#)

07/2019 - 02/2022

São Paulo, Brazil

Swiss-based biopharmaceutical company, world leader in reproductive medicine and women's health present in more than 110 countries

##### Achievements/Tasks

- **Innovation Program Leadership**: Conceptualized and established a long-term Open Innovation program to enhance our Science and Innovation pipeline, significantly bolstering our local reputation as an innovative leader in the pharmaceutical industry.
- **Pipeline Development and Strategic Alignment**: Successfully delivered a leading local innovation pipeline, integrating Internal R&D with External Innovation and established partnerships. My strategic approach ensured a balanced focus on innovation and growth, in alignment with our global directives.
- **External Partnerships Management**: Spearheaded the identification of internal needs and actively sought external sources for technologies and capabilities. I effectively structured, negotiated, and formalized agreements, fostering productive external partnerships.
- **Ecosystem Development and Management**: Diligently developed, managed, and nurtured external innovation ecosystems, contributing to the infusion of new ideas, technologies, and capabilities from early discovery through to clinical trial phases.

### Business Development & Market Access Head - LATAM

#### Department for Business and Trade - UK Government [🔗](#)

01/2019 - 07/2019

\*Fixed-term contract - UK Government's ministry responsible for promoting and financing international trade and investment, and championing free trade

##### Achievements/Tasks

- **Strategic Leadership and Market Guidance** : Provided strategic leadership and market guidance to a matrix-oriented organization, focusing on expanding the Life Sciences sector's footprint across 17 countries from Latin America and the Caribbean.
- **High Value Campaign Management** : Owned and managed a High Value Campaign in Life Sciences and Healthcare, leading a team of six managers in key markets including Mexico, Panama, Colombia, Peru, Brazil, and Uruguay. Our aim was to deploy impactful strategies for UK industries, enhancing their presence and influence in these regions.
- **Expert Support and Advisory** : Offered expert support and advice to business development managers in the life science and healthcare sectors across Latin America, guiding them through complex market dynamics and strategic challenges.
- **Market Access and Continuity** : Successfully secured market access for British companies in the region, while ensuring the continuity and enhancement of existing trade arrangements and relationships.

## WORK EXPERIENCE

### External Innovation Manager | Corporate Strategy Officer - CSO

Biolab Farmacêutica - São Paulo, BR 

10/2011 - 06/2014

São Paulo, Brazil

*Ethical pharmaceutical company, ranking #1 in Cardiovascular prescriptions, recognized as one of the most innovative pharma enterprises in Brazil*

*Achievements/Tasks*

- **Strategic Corporate Program Leadership:** Orchestrated the development of Biolab's strategic corporate program using the Balanced Scorecard framework. Managed a team of five senior managers in a cross-functional and matrix environment, successfully achieving our strategic objectives.
- **Launched a Grants Program** worth BRL 10 million in association with São Paulo State's Research Foundation (FAPESP) to develop new drug candidates.
- **Implemented a Radical Innovation scouting Unit** (R&D) managing multicenter drug development projects either domestically or internationally.
- **Established strategic alliances and partnerships** on drug discovery and development within Brazilian and foreign entities; - Designed Research strategies to be carried out at partner institutions and at outsourced Contract Research Organizations in Brazil, USA and European countries.
- **Acted as international business development** player for early stage assets, performed due diligence and business evaluation on prospects derived from universities and biotech startups.

### Research & Development Portfolio Manager

Consortium of Pharmaceutical Industries - COINFAR

09/2005 - 11/2008

*Biotechnology startup owned by three of the most important Brazilian pharmaceutical company, aimed to research and develop new medicines from the Brazilian biodiversity.*

*Achievements/Tasks*

- Planned and implemented strategic project activities on drug discovery screening and preclinical development; - Implemented a Quality system policy within COINFAR and its partners.
- Edited, revised and directed documentation such as Study Plans, Standard Operating Procedures (SOPs), scientific and technical reports as well as quality related ones.
- Managed subcontracted activities in diverse laboratories at Universities, Research centers in Brazil and internationally, inspecting procedures, facilities, archives, equipment and raw data.

## EDUCATION

### Executive Program - Corporate Innovation

MIT Sloan School of Management (USA)

01/2020 - 03/2020

*Courses*

- Corporate Innovation: Strategy for leveraging ecosystems

### Master in Management - Innovation Strategy

Instituto de Ensino e Pesquisa - INSPER (BR)

06/2012 - 06/2014

*Subjects*

- Corporate Strategy Management;
- Innovation strategy.

### International Master on Business Administration

Fundação Getúlio Vargas (BR)

02/2010 - 12/2011

*Subjects*

- Strategic and Economic Project Management;
- Open Innovation Management;
- Extension studies on Program Management carried out at The George Washington University (USA).

### Veterinary Medicine

University of Marília (BR)

02/1993 - 06/1998

## LANGUAGES

Portuguese



English



French

