

FRANCISCO MANUEL FÉLIX BERNARDES

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PROFILE

PharmD and MBA with practical and academic background in the healthcare and pharmaceutical industry. Experience in managing a successful small healthcare business, including leading and motivating teams, as well as innovating processes and creating promotional campaigns. Good understanding of marketing (including business-to-customer relationships and direct sales), strategy, market research, and data analysis. Appreciates client-facing environments and helping them to achieve optimal results.

KEY SKILLS

- Creative thinking with innovative problem solving skills
- Excellent in data analysis with a key eye for detail
- Proactive to forward thinking strategy
- Experienced in leading teams
- Strong communication and presentation skills
- Experienced in project management
- Core background in re-search
- Fluent in Portuguese, English and Spanish, and basic in French, Italian and German

QUALIFICATIONS

Aug 2011 – Aug 2012

Masters of Business Administration (MBA)

Hult International Business School, London, UK & Shanghai, China

- Included modules in Strategy, Consulting, Corporate Finance and Financial Management, Marketing, and two consulting projects: a 4 week project in London and a 7 week project in Shanghai, China

Sep 2003 – Sep 2009

Doctorate in Pharmacy (PharmD)

ISCS-EM, Monte De Caparica, Portugal

PROFESSIONAL EXPERIENCE

Feb 13 – Present

Consultant Analyst

Alva Group, London, UK

Corporate reputation analysis of FTSE 100 companies operating in key sectors such as Pharmaceuticals, FMCG and Insurance.

- Analysis of Key Performance Indicators for clients, competitors and industries
- Competitor research, analysis and ranking
- Risk analysis and recommendations
- Project management
- Reporting to Chief Product Officer and presenting results to clients on a monthly basis

Oct 12 – Dec 12

Lead Consultant

Oxbridge Roundtable Solutions, London, UK

Contract project to develop a new sales strategy for a biotech start-up company.

- Team leader reporting to the Project Manager
- Performed a global competitor and market research analysis on the open innovation industry
- Determined strategy Co-design of the timeline and focus of the project
- Competitor analysis and sector analysis: comparison with common practices
- Solutions presented to the CEO and CFO of the client:
 - 1st stage: market research results, with detailed description of competitor product portfolio and sales channels, risk analysis and potential opportunities for the business
 - 2nd stage: sales strategy, cost benchmarking, promotional campaigns and different revenue streams

May 12 – Jun 12

Consultant

Pernod Ricard, Shanghai, China

HULT MBA consulting internship project with Pernod Ricard China, to develop a marketing and sales strategy increase consumption in a target segment.

- Identified trends within the segment and utilised a variety of strategy tools (i.e. SWOT, GAP and PEST analysis) to further understand the company and the industry it was operating in
- Development of a 5 year marketing plan for the Chinese beverages market: this contained detailed financial forecasting, timelines for marketing plan implementation, potential risks, product design pipeline and complete sales strategy
- Regular presentations to the MD and marketing manager of Pernod Ricard China

Jan 12 – Feb 12

Consultant

The Telegraph, London, UK

HULT MBA consulting internship project with The Telegraph to increase digital newspaper sales.

- Global market research in the newspaper/digital newspaper industry
- Development of a 2 year digital marketing plan to increase digital readership
- Product analysis: including innovation techniques about pricing and promotional campaigns
- Extensive data analysis: research into strategies employed by the global newspaper industry
- Final recommendations presented to the marketing manager and the investments director

Feb 10 – Jul 11

Pharmacy Manager

Apex Pharmacy, London, UK

Managed all aspects of the community pharmacy business on a day-to-day basis, from staff management, delivery schedules, orders, inventory management, and sales.

- Introduced a new stock rotation procedure (decreasing expired goods from 10% to virtually 0%) within 3 months, leading to a more accurate inventory database and effective purchases scheme
- Created and implemented new promotional marketing campaigns and pricing strategies for both outstanding inventory and new products with set budgets and timeframes
- Developed strong leadership and mentoring skills by giving constructive feedback and actively listening to staff's needs and concerns. This led to an improvement in customer satisfaction and staff productivity

Oct 09 – Feb 10

Community Pharmacist

Farmácia Fernandes Borges, Lisbon, Portugal

- Developed good communication skills that ensured customers' trust and improved the level of therapeutic adhesion

Mar 09 – Jun 09

Research-assistant

UCL School of Pharmacy, London, UK

A 3-month R&D project for a leading UCL pharmaceuticals group, with a controlled budget, timeline and clear objectives.

- Project manager: designed the project outline and deliverable dates, with careful analysis of required materials and other expenditures due to budget and time constraints
- Performed and assisted various experiments to test new drug delivery approaches

OTHER PROJECTS

May 12 – Jul 12

Portuguese Business Links

Shanghai, China & London, UK

- Organised a speakers' events to connect Hult Portuguese students with local Portuguese business people

Jan 12 – April 12

Investment Screening Committee

InnoTech Summit, London, UK

- Evaluated business plans for start-up companies competing at the event
- Performed financial and growth potential evaluations, and graded the originality of the ideas presented

HOBBIES AND CLUBS

I was member of the *HULT Entrepreneurs and Venture Capital Club 2012* which organised first The Innotech Summit 2012 (www.innotechsummit.com).

I have a big interest in motorsports, particularly go-karting and adventure expeditions, tennis, basketball (represented Portugal in the 2002 World Fisec Games in Malta), football, travelling, and socialising.