

HEALTHCARE · PHARMA · BIOTECH

NexWE

ADVISORY

Expand markets. Strengthen commercial performance.

An independent advisory firm that turns complex commercial decisions into clear priorities and execution

01 More than 25 years leading commercial decisions across Healthcare, Pharma and Biotech, from strategic account leadership to expansion across more than 25 markets.

02 Sector knowledge applied to business, with direct involvement in execution.

03 Direct work on markets, partners, accounts and teams, with an international perspective.

25 years of experience behind every recommendation

34M€

Public contract awarded

Over four years, 8.5M€ annually.

+25%

Sales growth

Following a commercial reorganisation.

+18%

Relative operating margin improvement

Through pricing and commercial discipline.

25+

International markets

Opened or developed.

Results from previous executive responsibilities; outcomes depend on each organisation’s context.

Four areas of work cover from market to commercial team

01

Global Business Expansion

Market prioritisation, distributors and strategic accounts.

02

Commercial Strategy

Territory coverage, pipeline, pricing and margins.

03

Executive Advisory

Decision sessions, alignment and action plans.

04

Training & Speaking

Consultative selling, negotiation and commercial leadership.

Global expansion: turning international ambition into a sequence of decisions

1

Markets

Market analysis and prioritisation.

→

2

Entry

Entry strategy and launch plans.

→

3

Partners

Assessment of distributors or partners.

→

4

Accounts

Strategic account development and negotiation.

→

5

Follow-up

Pipeline and next actions.

Each decision prepares the next: from choosing where to compete to developing every opportunity.

Commercial strategy

Resources focused on the accounts and decisions that sustain profitable growth.

01	**Coverage**	Coverage model and territory allocation
02	**Accounts**	Segmentation and account strategy
03	**Pipeline**	Pipeline discipline and forecasting
04	**Margin**	Pricing, discounts and margin protection
05	**Deals**	Tenders and strategic deals
06	**Follow-up**	Reviews, KPIs and action plans

Executive advisory: an external, sector-informed view for difficult decisions

Sector perspective focused on practical application

01
Decisions

Individual sessions with executives on growth and expansion.

02
Workshops

Strategy and business development with the leadership team.

03
Alignment

Leadership, sales and technical teams moving in the same direction.

04
Action plan

Owners and dates, with progress reviews.

Training and speaking for teams selling complex solutions

01 Consultative selling and value proposition.

02 Negotiation and margin protection.

03 Account planning and commercial leadership.

04 Customer and committee presentations.

PRACTICE ADAPTED TO THE TEAM

Tailored workshops, simulations and speaking engagements

Real sector situations that transfer learning into commercial conversations.

Each project starts from the client's actual situation and ends in verifiable actions

01

Understand

Market, stakeholders, decision criteria and available evidence.

02

Prioritise

Accounts, partners, actions, owners and dates.

03

Execute

Direct support, follow-up and adaptation based on results.

A way of working that connects diagnosis to decisions and decisions to follow-up.

Experience connecting science and business

More than 25 years across clinical environments, technology and commercial responsibility.

1

Hospital and research

Clinical priorities and patient needs as the starting point.

2

General Electric HealthCare

18 years in Life Sciences, MedTech and Pharma, leading markets and key accounts, pricing, tenders and commercial teams.

3

TECNIC BioProcess

Global business development, international expansion, distributor management and key accounts across bioprocessing, single-use and filtration.



Commercial experience across four regions

01
Latin America

02
North America

03
Europe

04
Asia-Pacific

OPERATING MODEL

≈40% distributors | ≈60% direct teams

Four ways to work together, starting with a working conversation

The starting point is a working conversation to define the challenge, evidence and scope.

01

Focused advisory

Decision sessions or executive sounding-board support for a specific challenge.

02

Project support

From analysis to commercial execution and follow-up.

03

Leadership workshops

Alignment on priorities, owners and action plans.

04

Training and speaking

Adapted to the sector, the team and real situations.

Let’s discuss your next commercial challenge

A working conversation to frame the challenge and assess where NexWE Advisory can contribute.

www.nexweadvisory.com

