



RECRUITMENT EXPERTS IN THE
PHARMACEUTICAL AND MEDICAL
DEVICES FIELD

ANTAL SECTOR SHOT MEDICATION CONSUMPTION ON THE RISE

The ranking of the top 20 pharmaceutical companies by the volumes of medicines placed on the Romanian market in the last year includes seven players that also have their own production in Romania. In total, these 7 companies account for a third of the total volume of medicines that reach Romanian patients in a year, according to calculations by ZF, based on data from the research company Cegecim. As a result, one out of every three medicines in patients' baskets comes from the portfolios of players such as Sun Pharma, Zentiva, Antibiotics Iasi, Biofarm, Gedeon Richter, Novartis, or TEVA, all of them having one or two local factories. In total, from July '22 to June '23, nearly 720 million boxes of medicines reached Romanian patients, an increase of 3% compared to the same period the previous year.

We source hard-to-find talent, for your hard-to-fill roles.

With over 20 years of expertise in Romania and SEE, I am one of 18 recruiters and consultants in our experienced team. While **Antal International boasts an impressive 30-year track record in the international arena**, our reputation as a trustworthy industry player is reinforced by numerous accolades.

With a **> 98% success rate** in matching top-tier executives with leading companies in the entire region of **SEE and CEE**, we excel in talent acquisition for **Mid to C-level roles**. Our mission is to connect you with exceptional talent who aligns perfectly with your organization's needs and culture.

Pharmaceuticals

Reference number – 508001 - Business Unit Director

- She has over **20 years of experience in the retail and wholesale pharmaceutical market**.
- Her expertise is closely related to the commercial aspects within a retailer, including procurement, category management, trade and marketing, and sales.
- As a Commercial Director, she was responsible for **procurement strategy** (negotiations, category management, pricing policy), **trade marketing strategy** (promotions/campaigns targeting end-users, merchandising, and visibility), **brand strategy** (collaborating with the Marketing Director), **and sales strategy** (sales direction originated from the commercial side). As a Business Unit Director, she aimed to complement her retail experience with that of a manufacturer. Currently, her primary responsibility was sales, but it also encompassed trade and marketing, including **commercial aspects related to negotiations with business partners**.



Contact
our
office

