

ANDREA SOBRIO

For Leveraging Pharmaceutical Innovation

To adequately represent the volume of accomplishments and accolades colleagues and clients bestowed upon Andrea Sobrio, founder and managing partner of Executive Insight, would take an entire issue. In a nutshell, multiple colleagues and clients rave about Andrea's brilliant performance in supporting biopharmaceutical companies to prepare, launch, and commercialize products.

In 2000, Andrea founded Switzerland-based Executive Insight, a specialized healthcare consulting company that has grown to 50-plus employees across Europe, working with six out of the top 10 global biopharmaceutical companies. With a second office in London, Executive Insight's consultants serve Western and Eastern Europe, United States, and emerging markets.

Andrea has capitalized on a background in international management and 20-plus years experience in healthcare to increase the productivity of biopharma commercial operations across the globe. Knowledgeable in strategic market access initiatives, designing pan-European business models, service model strategies, and marketing and brand positioning initiatives, Andrea has spearheaded innovative go-to-market models, and multi-stakeholder approaches to maximize the value of new brand launches and optimize the lifecycle of existing brands. More specifically, he has extensive experience in strategic and organizational design assignments and has initiated several groundbreaking innovations and medical breakthroughs. He has created programs pertaining to innovative pricing strategies, payer education programs, new business models, and strategies that have supported the launch of some of the most successful brands in a cost-constrained environment.

In addition, back in 2007, Andrea was instrumental in the conceptualization and set up of the nonprofit organization European Critical Care Foundation (ECCF), an initiative funded by Lilly that searched for better ways to treat critically ill patients in Europe. The ECCF was established in response to the strong demand from emergency doctors for independent, outcome-oriented research.

PASSIONATE. CARING.



Andrea Sobrio's vision, enthusiasm, leadership, and expertise are leading to innovations that benefit patients.

In operation for more than 10 years now, the ECCF brings a multidisciplinary approach to research and thinking, and focuses on the non-biotechnological determinants that bring high technology to the critically ill patient.

Another example of Andrea's dedication are his efforts in the Middle East and Northern Africa to better educate stakeholders about contracting and improve their tendering practices. He brought together the National Healthcare System and the Ministry of Health, national policymakers, payers, and industry to establish a dialogue and agree on a roadmap to improve procurement practices. This included hosting a training session sponsored by the trade association for the Tunisian pharmaceutical industry for around 50 payers and policymakers on innovative contracting. The objective of the training was to get representatives to understand the need for sophisticated pricing negotiations and encourage them to move away from asking unrealistic discounts on list prices.

Andrea also initiated the establishment of a learning platform that creates the conditions for payer-industry dialogue and identification of opportunities to improve the local healthcare system, which is being discussed by WHO and the Minister of Health.

Andrea and his team are actively involved in market shaping activities with biopharma companies aimed at supporting healthcare system to eliminate deadly diseases such as HCV or ensuring appropriate funding for innovative

Andrea Sobrio

TITLE: Founder and Managing Partner

COMPANY: Executive Insight AG

EDUCATION: MBA, University of St. Gallen

FAMILY: His wife, Mariló, who is always there to support, care, and inspire him; his three sons, León, Tristán, and Fabian for keeping him grounded and focused on the very essential things in life; his parents for the values they taught him

HOBBIES: Reading U.S., French, Belgian and Italian comics, gardening, playing basketball with his sons

SOCIAL MEDIA: [f](#) [in](#) [yt](#)

PERSONAL BRAND: Be Bold

TRANSFORMATION IS: NECESSARY

and curative oncology treatments that benefit millions of patients worldwide.

Colleagues and clients alike admire Andrea for his open-mindedness, facilitating capabilities, and great communication skills, which result in a very high level of professionalism. They are equally inspired by his true commitment to helping people and clients do more, to creating value, and to providing a balanced and honest perspective.

"I try to lead by example," he says. "I have learned you need to be in the trenches as a leader to feel the morale of your teams and understand what are their most important concerns and help them unleash their full potential."

Suffice it to say that according to many, Andrea is an extraordinary leader and strategy guru who has made significant impacts wherever he has been.

He possesses a complete and granular end-to-end knowledge of the global healthcare industry coupled with a leadership presence and influencing style that is second to none.

"When going to bed I ask myself whether this was a day I gave my best," Andrea says. "Every year I like to have performed at least one signature project that has improved the way healthcare systems leverage pharmaceutical innovation to the benefits of patients." **PV**

The moment you believe you have achieved something you will lose your innovation edge.