

# STEPHANE CHARBON

SALES AND MARKETING / MEDICAL  
AFFAIRS / PATIENT ENGAGEMENT  
/HEALTHCARE POLICY / MEDICAL  
INNOVATIONS / DRUGS  
DEVELOPMENT

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A versatile healthcare and pharmaceutical professional with over 15 years of transversal experience, specializing in drug development from the lab bench to market. I have successfully launched innovative products across a range of therapeutic areas, including respiratory diseases, infectious diseases, metabolic disorders, cardiology, renal diseases, and immunology. My academic background, combined with practical expertise, empowers me to bridge the gap between scientific research and commercial success. With a focus on improving patient outcomes, I leverage digital solutions to enhance healthcare strategies and drive collaboration within cross-functional teams. Fluent in English and French, I am committed to advancing healthcare through innovation and systemic improvements

## EDUCATION

- **2023-2024**     **Executive Master in Digital Health**  
INeS - Institute for Smarthealth
- **2022-2023**     **PgDiploma in Health Promotion**  
Université de Lorraine - Public Health School
- **2015-2018**     **Master in Advanced Study (LL.M) in Health Law**  
Université de Neuchâtel - Law School - *Magna Cum Laude*
- **2011-2012**     **Diploma in Advanced Study in Marketing Management**  
Université de Lausanne - HEC
- **2007-2009**     **Master in Pharmaceutical Science**  
Université de Strasbourg - Pharmacy School
- **2006-2007**     **PgDiploma in Regulatory toxicology**  
Université Claude Bernard - Medical School
- **2022-2023**     **Bachelor in biotechnology and molecular biology**  
Université du Québec à Montréal - Science School

## PROFILE

Highly skilled and solution-oriented pharmaceuticals expert with 20+ years' experience driving business development strategies and liaising with key stakeholders across multiple industry verticals, including infectious diseases, oncology, neurology, CVRM, vaccinology and immunology

## EXPERTISE

Medical affairs, Patient advocacy and engagement, Stakeholders and Account management, Drug development, Health Policy, Digital Health, Public health and Health promotion

## LANGUAGE

French  
(native)

Germany  
(basic)\*

English  
(fluent)

\*Courses ongoing



## WORK EXPERIENCE

- 2022 - 2024 (available from Jan 25)

### Healthcare Medical Partner - AstraZeneca Switzerland

Support local patient pathway improvement through a thorough understanding of their local environment and collaborating where appropriate in optimising that pathway. Deliver disease awareness and education programmes within the cardiovascular-renal-metabolism as well as the respiratory & immunology therapeutic area, ensuring the education and initiatives delivered follow the standards of care and all relevant treatment guidelines.

- Mapping and understanding of local healthcare structures, disease management plans, patient journeys, societies, and HCP need.
- Identifying the reasons/challenges that delay early diagnosis and/or treatment of patients with chronic diseases (focus on cardiovascular/kidney/respiratory diseases),
- Identification of established networks between primary care providers and specialist disciplines as well as close cooperation with internal stakeholders to improve them or establish new ones and to promote scientific exchange
- Supporting healthcare professionals (through scientific exchanges, training or medical education programs) to identify those patients who could benefit from early diagnosis/referral or joint treatment by GPs and specialists
- Implementation of simple solutions that could benefit patient care in chronic diseases (focus on cardiovascular/kidney/respiratory diseases) (e.g. diagnostic tools, PoC implementation, tele-monitoring, etc.)

- 2016-2022

### Medical Science Liaison Manager/Patients Relations Manager - ViiV Healthcare

Direct patient relations and medical affairs for independent HIV company. Establish strong working relationships with key HIV stakeholders, including KEs, pharmacists, patient organisations, and healthcare professionals (HCPs). Identify and profile KEs, apprise HCPs regarding clinical trials and R&D pipeline, and act as main point of contact for client queries. Conduct medical and scientific literature reviews and update ViiV HC website to share key trends and insights. Support patient organisation activities and represent ViiV HC at local events, such as congresses, hospital colloquiums, and training workshops.

- Launched four new products, including Dovato™ and Vocabria™ (first FDC HIV dual therapy and for HIV Long-acting Tx).
- Improved patient treatment awareness by coordinating advisory boards for HIV international conferences and streamlining engagements with healthcare professional and patient organisations, including EACS conference, CROI, IAS, and HIV Glasgow.
- Conducted periodic local healthcare policy reviews to evaluate the impact of policies on company operations and ensure regulatory compliance.
- Designed and delivered medical training courses and new product development marketing workshops for sales and marketing teams.

- 2012-2016

### Brand and Account Manager - ViiV Healthcare

Drove marketing and sales strategies for portfolio of key accounts. Led sales team to achieve sales targets, address client needs, and enhance customer experience. Liaised with healthcare professionals to share new product data and promote existing product offerings. Leveraged opportunities to expand client network and increase market share. Oversaw benchmarking, sales budget, and HIV product budgets for sales territory. Established strong working relationships with key business partners and pharmaceutical industry leaders.

- Launched Tivicay™ and Triumeq™ to treat human immunodeficiency virus type 1 (HIV1) infection.
- Organised sales events, conferences, and training workshops for healthcare professionals to promote products and increase company value proposition.
- Shared product knowledge and trained Healthcare professionals to use products.
- Helmed online platform, eDetail Aid, to share scientific data on product offerings.
- Led marketing and promotion strategies for Celsentri™.

## WORK EXPERIENCE

• 2011 - 2012

### Medical Diagnostics Key Account Manager - AxonLab

Responsible for building and maintaining strong relationships with key stakeholders, including hospital administrators, medical practitioners, and laboratory personnel. Acting as the primary point of contact. Address client needs and resolve issues promptly to ensure high levels of customer satisfaction

- Monitor market trends, competitor activities, and emerging technologies to stay competitive.
- Provide strategic insights and feedback to product development and marketing teams.
- Promote and educate clients on diagnostic products and services through demonstrations, presentations, and training sessions.
- Ensure smooth implementation and integration of diagnostic solutions in healthcare facilities.
- Collaborate with internal teams (sales, marketing, technical support, product development) for cohesive client management.
- Stay updated on legal and regulatory changes affecting the medical diagnostics industry.
- Maintain accurate records of client interactions, sales activities, and market intelligence.

• 2010-2011

### Vaccinology and Immunotherapies Centre Coordinator (co-lead) - CHUV Lausanne

Led HIV clinical and non-clinical research programmes, focusing on vaccine development. Supervised seven team members and collaborated with Medical Director to optimise business operations for Vaccinology and Immunotherapies Centre. Liaised with donors and key business partners to negotiate budgets for clinical trials. Delivered effective administrative support and legal advice for projects.

• Directed Patient Advisory Boards to enhance patient relations and patient advocacy services.

- Served as program and administrative coordinator for Swiss Vaccine Research Institute.
- Planned press campaigns to apprise public and media regarding new discoveries and on-going projects.

## ADDITIONAL EXPERIENCE

Member of the Human Lean Diagnostics Expert Pool, Microcity, Neuchâtel (currently)

Member of the Advisory Board, Swiss Integrative Centre for Human Health, Fribourg

Candidate Swiss Federal Election 2011, FDP Candidate, Vaud

Political mandates, at local level in different cities over the last 20 years

Health Law Advisor (volunteering), Swiss Patients Federation, Fribourg

Project and Grant Manager, Positive Action ViiV Healthcare, London (Remote)

Project Leader (Regulatory Affairs), Voisin Consulting, Lausanne, Switzerland

Senior Associate Scientist (Toxicology), Philip Morris International Neuchâtel, Switzerland

Preclinical Research Assistant (Preclinical), Debiopharm, Lausanne

Bioreactor Technician, Laboratoires Serono, Switzerland

Lab technician, Institute of Cellular Biology and Morphology UNIL, Switzerland

## AFFILIATIONS

European Patients' Academy on Therapeutic Innovation (EUPATI), Member

Swiss Health Data Space

Swiss Forum for integrated care

Swiss Public Health Association

French-speaking Association for therapeutic patient education

