



Ingrid Polakova

I am **Ingrid Polakova**, a strategic marketing professional in the healthcare area, a Slovak nationality. I have a degree in International Business from the University of Economics in Bratislava (Slovakia) and a PMD® from Esade in Barcelona. I have an unquestionable passion for healthcare marketing, where I have been working for more than 25 years.

Experience

COMPANIES WHERE I HAVE GROWN PROFESSIONALLY

Blue-chip multinationals in the **PHARMA** and **MEDICAL NUTRITION** field: Sanofi, Novartis, Nestlé Health Science and Lactalis Nutrición Iberia. I have worked in France, Slovakia and currently live and work in Barcelona, Spain.

In 2022 I founded **TRYinnove** – marketing and strategy consultancy in the healthcare area specialised in innovation.

EXPERIENCE AND ACHIEVEMENTS

My areas of particular strategic competence are: Strategic Analysis and Planning, Brand Management, Omni-Channel and Digital Strategy, Life Cycle Portfolio Management, Project Management, Agile Marketing, Market Research.

I have carried out multiple projects with healthcare stakeholders: on-off continuous medical education, communication and awareness campaigns, digital projects, actions focused on patients and consumers in collaboration with patient associations; Key Opinion Leaders Management in coordination with scientific societies; health outcomes research studies; consensus, medical publications.

EXPERTISE

- **Therapeutic areas:** Aging Care, Sarcopenia and Frailty, Mild Cognitive Impairment, Alzheimer's Disease, Epilepsy, Parkinson's, Clinical Nutrition, Dysphagia (Swallowing Difficulty), Cancer, Diabetes, Obesity/Overweight, among others.
- **Product categories:** medical prescription, in-hospital use and Consumer Health Care available over the counter in pharmacies.
- **Promotional channels:** hospitals, pharmacies, nursing homes, e-commerce.

Management & Training

MY WORKING METHODS

I always start with a thorough analysis of the environment and the target group. To create innovative marketing projects, I apply proven methods for the design of value propositions. At the time of implementation, I ensure effective project management so that the implementation of the actions is carried out on time and to the established quality. **I am a fan of using tools that help improve productivity and efficiency in execution.**

MY LEADERSHIP

Highly committed to the commissioned projects, diligent and determined, with a great facility to adapt to changing situations and environments. I

love to face challenges, work in a team and have fun, and when the result exceeds expectations and brings value to others, it fills me with pride and personal satisfaction.

TRAINING & CERTIFICATIONS

I have recently completed specific training in **Digital Therapeutics** in order to gain knowledge in a rapidly expanding area. I am also certified in **Agile Marketing Management** (ICAgile Marketing), **Value Proposition Design** (Strategyzer) and **Digital Marketing** (Esade).