

# Francisco Sacramento

## General Manager

**Francisco Sacramento** was born in Sao Paulo, Brazil, on March 1st, 1976.

With **26** years of experience in the pharmaceutical industry, Francisco has built a solid career in marketing and sales. He has worked across the portfolio, managing brands at different lifecycle stages in Primary Care and Oncology/Hematology businesses, providing him with a well-rounded and diverse background and a deep understanding of the industry.

Francisco possesses solid knowledge and a proven track record in Hematology, Oncology, Solid and Rare Tumors, Cardiovascular, and Endocrine diseases. After spending 5 years working between the US and Canada, he returned to Brazil to lead the Hematology Business Unit at Chiesi. During his tenure there, he successfully led the team to achieve significant growth and market penetration.

Prior to his role at Chiesi Brazil, Francisco held key leadership positions at Novartis, where he served as the Executive Director and Business Franchise Head for Hematology. In this capacity, he led marketing and sales teams, with direct responsibility for profit and loss (P&L). His strategic vision and leadership contributed to the successful launch of several products, driving revenue growth and market share expansion.

Before joining Novartis, Francisco worked at AstraZeneca in **2010** as the New Channels Project Manager, where he spearheaded the development of innovative promotional models to enhance client engagement. His efforts resulted in improved market reach and customer satisfaction.

In his most recent position as General Manager & Country President at Chiesi Mexico since February **2024**, Francisco is responsible for achieving sales objectives at the national level within the Commercial Department. His role involves leading efforts for two business units (SC & PC) while developing strategies tailored for both the private market and government sectors. With his extensive experience and strategic acumen, Francisco continues to drive growth and innovation in the pharmaceutical industry.