

# Erick Rueda Guzmán

## Head Of Business Unit Care and Rare, México

**Erick Rueda** was born in Mexico City (Mexico) on October 6th, 1982.

He holds a degree in Administration from Instituto Politécnico Nacional, completed in **2004**. Additionally, he has pursued several specialized training programs, such as the Directive Skills Diploma from Universidad Anáhuac, the Government Sales Diploma from INEFAM and international marketing certifications from Novartis in Philadelphia and Prague. Erick is also trained in KAM Excellence and has completed various leadership and negotiation courses throughout his career.

With more than **16 years** of experience in the pharmaceutical industry, Erick has gained extensive expertise in marketing, sales, and commercial strategy. His career began in **2005** when he took on the role of Congresses & Events Coordinator for Novartis, organizing major pharmaceutical events in Mexico. From there, he advanced to a series of leadership roles in product management and sales, focusing on therapeutic areas such as Oncology, Hematology, Nephrology, Rheumatology, and Cardiometabolic diseases.

Throughout his career, Erick has managed large teams and product portfolios, working across therapeutic areas including oncology, rheumatology, cardiology, and nephrology. His experience spans both patented and generic drugs, and his strategic approach to market access and sales optimization has positioned him as a key player in the industry.

Erick's leadership roles include positions such as Marketing & National Sales Manager at Sanofi, where he managed a high specialty business unit and consolidated the hematology franchise. In **2022**, he joined TEVA as Business Unit Head for Hematology, Oncology, and Urology, where he successfully launched a new rare blood disorder treatment, achieving patient and sales goals. Under his guidance, the business unit grew by 95% in revenue.

In **2024**, Erick joined Chiesi Mexico, where he oversees national sales objectives and identifies market opportunities. He is responsible for developing brand strategies, pricing models, managing product portfolios, leading new product launches, and coordinating brand activation plans with local distributors within the Care and Rare Unit.