

Oleg Lysenko

Birth date: 20/08/1980

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Education: High School of Economics, Moscow

2012 - 2014

Professional Retraining education. Translator in professional communications (English – Russian pair)

Cervantes Institute, Moscow

2007

DELE examination. Diploma DELE (level B1) received.

Moscow State University of Commerce (former Institute of Soviet Trade)

1997 – 2002

Master's degree. Marketing

Experience: Since 2013 - «Alcon» (pharmaceutical production), Moscow

Product manager (Glaucoma portfolio)

Responsibilities: adaption of international strategy, creation of local promotional platform, launch activities

- Marketing and action plan, strategy, budget drawing
- Contacts with OLs (International and National level)
- Analytics, Market researches
- Special projects

2010 - 2013 - «Sanofi Pasteur» (pharmaceutical production), Moscow

Product manager (New Vaccines) – June 2010 – April 2013

Main objective: launches of new vaccines to Russian market

Portfolio: 2 vaccines launching (varicella vaccine, pediatric Hep A vaccine)

3 vaccines are in process of registration (Hep A+ Typhoid vaccine, quadrivalent Men ACYW-135 Conj vaccine, DTP adult/ adolescents booster vaccine)

Responsibilities: adoption of international strategy, creation of local promotional platform, for vaccines in registration – market valuation, pre-launch activities (with Medical and Regulatory)

- Marketing and action plan, strategy, budget drawing
- Contacts with OLs (International and National level)
- Analytics, Market researches
- Special projects

Achievements:

- Successful launch of OKAVAX: 50% MS achieved in 1st year of promotion
- Creation of OLs' pre-launch support for MENACTRA, Advisory Board
- Cross-functional project lead: initiation of creation and real life implementation of guidelines on vaccination for immunosuppressed patients (in cooperation with OLs from Oncology and Transplantology field)

2007-2010 - «Merck Sharp & Dohme» (pharmaceutical production), Moscow

Associate product manager (GARDASIL/Vaccines) - April 2009 – June 2010

- Marketing and action plan, strategy, budget drawing
- Contacts with OLs (International and National level)
- Analytics

Achievements:

- Creation and implementation of competitive strategy against HPV-vaccine of GSK

Product specialist (GARDASIL/Vaccines) - August 2008 – April 2009

- Promotion of quadrivalent HPV-vaccine GARDASIL on Private market (support to product manager with marketing plan, strategy, etc.)
- DTC-campaign (development of advertising, budget drawing, contacts to agencies, etc.)
- Contacts with OLs
- Analytics, Events

Achievements:

- Development of Private market for HPV-vaccination via DTC, growth in sales

Project-manager - May 2007 – August 2008

- Administrative support functions, Events

2003-2007 – several positions in sales, marketing and projects

Professional skills:

- Organizational and administrative skills
- Wide experience in translation of scientific articles (vaccinology, gynecology, infectious diseases, pediatrics, ophthalmology, glaucoma etc.), promomaterials, product information (brand-books, product presentations etc.)
- Creation of adapted promomaterials, product information (brand-books, product presentations etc.) based on globally provided core documents

PC:

Microsoft Office literate, Windows, E-mail clients, Internet, ABBY Lingvo

Translation pairs:

English - Russian (HSE diploma)
Russian - English (HSE diploma)
Spanish – Russian (diploma DELE B1)
French – Russian



Hobby:

Traveling, social networking

Other:

Was born in Moscow, no smoking, ready to move abroad for job