



## Marcelo Dos Santos

*Commercial Head, Biocon Biologics – LATAM*

Marcelo Dos Santos is the Commercial Head for Latin America (LATAM) at Biocon Biologics. He joined the company in 2020, and is responsible for overseeing operations in LATAM, focusing on expanding its footprint in the region and ensuring that its high-quality therapies are accessible to more and more patients.

With a career that spans over three decades, Marcelo has established himself as a key leader in the biopharmaceutical industry, demonstrating a strong commitment to enhancing healthcare access across Latin America and beyond.



His career began at Janssen as a Product Manager in 1989, where he spent 10 years, gaining valuable experience in sales and marketing. Since then, Marcelo has seen remarkable progress in his career. By 2005, he joined Roche as Business Development LATAM Director, and then became General Manager.

At Roche, Marcelo took the lead in driving marketing strategies in LATAM, collaborating with cross-functional teams working on oncology, rheumatology and other products. As a General Manager responsible for Uruguay, Paraguay and Bolivia, he spearheaded the development of a new business model in Bolivia and under this leadership, the company witnessed solid sales growth in oncology with five new launches in the three countries.

Marcelo then moved on to AstraZeneca and Eurofarma, which laid the groundwork for his future leadership roles in the industry.

Marcelo has a Bachelor's Degree in Administration from Universidade São Judas Tadeu, São Paulo, and a master's Degree in Marketing and Finance from FGV - Fundação Getulio Vargas, Brasília.

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