

BIOCON BIOLOGICS

EMPLOYEE STORIES



**A JOURNEY OF
PURPOSE**

An investment into my future.

*A turning point, towards
Biocon Biologics.*

& many more.

*Few stories resonate as deeply as that of
Marcelo Dos Santos, who Heads LATAM for
Biocon Biologics.*



www.bioconbiologics.com

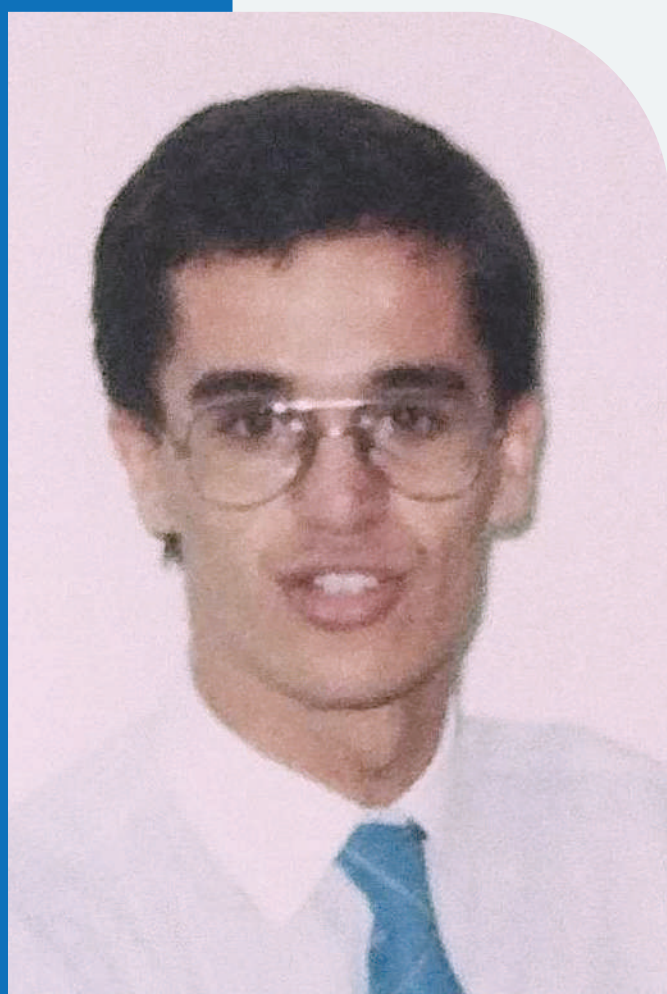
MARCELO
DOS SANTOS

REGIONAL HEAD, LATIN AMERICA, BASED OUT OF
SÃO PAULO, BRAZIL

From an office boy to regional head at a global pharmaceutical company, Marcelo Dos Santos' journey is a testament to resilience, dedication, and an unwavering commitment to patient care.

Read on to know about his rich tapestry of experiences and how they shaped his impactful career and his vision for accessible healthcare.

A Journey Of Purpose, Fuelled By A Mission To Serve Patients (Marcelo's Story, In His Words)



"I was born and raised in Sao Paulo, Brazil, one of the largest cities in Latin America. It is the most important city in Brazil, with a bevy of industries and universities. Growing up in a city like that opened up a lot of opportunities for me.

I was only 14 years old when I set out on a journey that would shape my professional life in ways I could never have imagined."



Marcelo's university days, when he was 23 years old

"I joined Johnson & Johnson pharma as an 'office boy', where I balanced my studies with the responsibilities of supporting managers in their daily tasks."

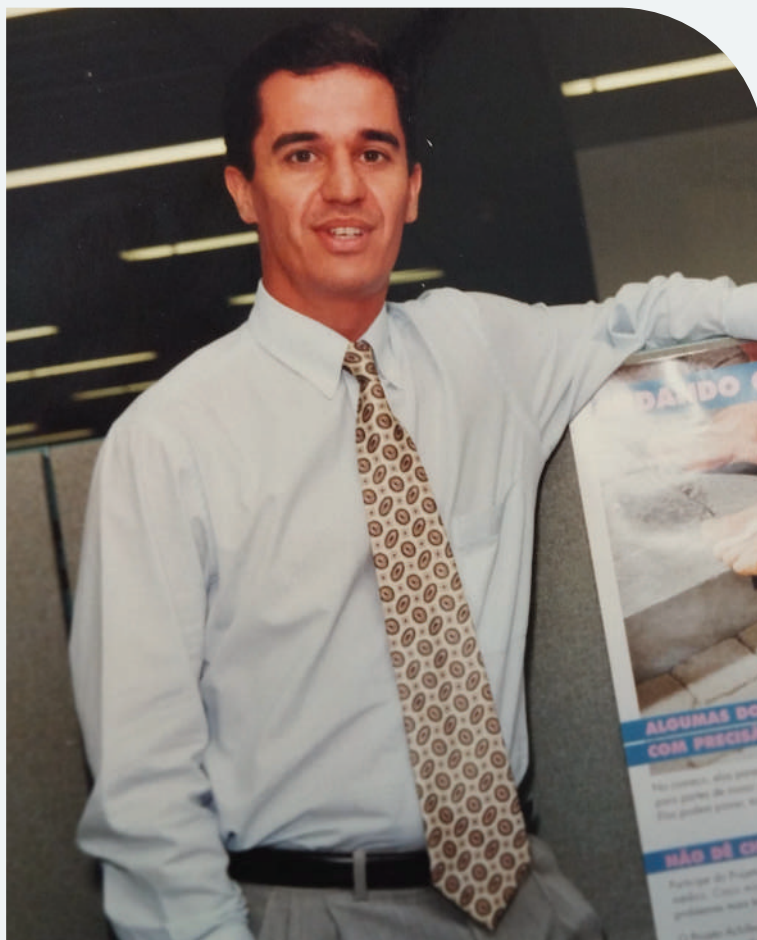


"J&J not only provided me with a paycheck but also invested in my future by paying for my university, English classes, etc. "

An investment into my future

At 14, I supported managers in all kinds of work — from paying their bills and going to the post office to taking calls from sales representatives and making a note of Purchase Orders. I often joke about starting my career as the “VP of Communication” at J&J because I was responsible for delivering the morning newspaper to managers' desks at 7.30 am! This early exposure to the pharmaceutical industry proved invaluable for my journey ahead.

As I navigated through various roles over the years — administration, sales, marketing, market research, compliance, and product launches — my experiences at J&J remained particularly significant. The company's values moulded my own, instilling a sense of pride and dedication that continues to drive me today.



Marcelo, when he was 33 years old and a Product Manager at J&J



“I learnt a lot working for the pharma industry. However, an important detail shaped my career — that at the centre of everything we do are patients who need treatment.”

A turning point, towards Biocon Biologics

I joined the oncology segment in 2005, as the Business Development Director in LATAM for a pharmaceutical company. While attending major oncology congresses, such as the American Society of Clinical Oncology, I realized that Biocon Biologics was a company that

took biosimilar trials very seriously. This commitment to excellence resonated with me and drew me to the company. In 2020, my journey took a significant turn when I joined Biocon Biologics.



Marcelo at CPHI in Frankfurt in 2024 with members of the Biocon Biologics leadership team.



“Biocon Biologics has a special culture, ‘to move quickly’, ‘to challenge the status quo’. Nothing is impossible for this Company, and it gives us an exciting opportunity to be part of continuous transformation, creating something new, and achieving so many ‘firsts’. This is amazing for a company that is only over two decades old.”



Marcelo attends a meeting at Instituto Butantan, the largest immunobiologicals and biopharmaceuticals producer in Latin America, which is affiliated with the São Paulo State Secretariat of Health.

On a shared mission to put patients first



Marcelo at a meeting with a wholesaler in São Paulo

Biocon Biologics' mission resonates deeply with my personal values. Putting patients first is not just a corporate slogan; it's a personal commitment shaped by my family's experience with healthcare access. We were fortunate to receive effective treatments during a critical time, which reinforced my belief that health is a precious gift. I strive to surprise patients with affordable and accessible treatment options because I understand the hope they place in us.

I also encourage my team to engage with all internal stakeholders to understand diverse perspectives and challenges. Our shared mission is clear: to serve as many patients as possible across Latin America. When employees understand their purpose and the impact of their work on patients' lives, engagement and commitment soar.



“Collaboration is key to our success at Biocon Biologics. Our partnership with Lab Pisa in Mexico has led us to capture over 90% market share for Insulin Glargine and rh-Insulin!”

Challenges that I cherish



Marcelo with his wife Isabel, and sons Gabriel (second from left) and Rafael

The job is not easy though. My daily routine is anything but routine. Each day presents new challenges and opportunities. I engage in market forecasting with partners, analyze market dynamics, manage tenders and pricing proposals, and maintain relationships with doctors in the field. The time zone differences can be daunting; my mornings often start at 6 am and stretch into late evenings when coordinating with teams across Mexico.

I do take a break when I can. I cherish spending time playing soccer with friends, savouring good Argentinean wine, and traveling with my wife.



“Reflecting on my journey from an office boy to a leader in the pharmaceutical industry fills me with gratitude. Each experience has contributed to shaping not only my professional path but also my personal mission: to make a meaningful difference in the lives of patients and their families.”



Marcelo at the Brazilian Oncology Congress, 2024, with his niece, who is an oncologist

MARCELO'S SUCCESS MANTRA



Stay focused
on your
mission



Strive
for
excellence



Challenge
the
status quo



Understand
diverse
perspectives



Value
collaboration

Marcelo Dos Santos

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About Biocon Biologics:

Biocon Biologics is a unique, fully integrated, global biosimilars player with established capabilities in the development, manufacturing and commercialization of high-quality biosimilars spanning insulins, monoclonal antibodies (mAbs) and recombinant proteins. It is present in over 120 countries, where it is addressing the unmet needs of patients through its high-quality, affordable biosimilars.