

**PAUL MICHEL**  
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## **SKILLS AND QUALIFICATIONS**

- ❖ Master in Strategy and Management of Health Industries (ESSEC Business School)
- ❖ Marketing and Market Access Project Manager in pharma/MD (2 years of experience)
- ❖ Former Physiotherapist – Owner and Director of a physiotherapy practice (14 years of experience)
- ❖ Project management and business development skills (physiotherapy practice - from 0 € to 100,000 € in 1 year then to 300,000 € in 2 years)
- ❖ Languages: French (native), English (professional)
- ❖ Excellent organizational, communication and adaptability skills
- ❖ Proficiency in MS Word, Excel, PowerPoint
- ❖ Professional Scrum Master™ I certification (Scrum.org)
- ❖ In Progress – PMP certification (pmi.org)

## **PROFESSIONAL EXPERIENCES**

### **Career in the pharmaceutical and medical device industry**

#### **Personal development year in Montreal and Dubai – 2022**

I followed my wife to Montreal in Canada, who had a professional project for 6 months. Then, we moved back to Dubai for good this time and I am therefore looking for a first position in the pharmaceutical and medical device sector.

#### **Johnson and Johnson – Ethicon – March 2021/Oct. 2021**

##### **Marketing and Market Access Project Manager for the EMEA region – Short term contract**

- ❖ Creation of economic models for local teams (Suture and wound closure / Stratafix and Prineo; gastro-oesophageal reflux disease / LINX device)
  - Literature review and preparatory research and creation of the model by Basecase software
- ❖ Report on reimbursement possibilities for digital health technologies in Europe
- ❖ Creation and dissemination of a data repository to facilitate future desk search of clinical data for economic models

#### **Personal development year in Dubai – 2020**

Studied various MOOCs & achieved several certifications in digital health and pharmaceutical pricing, in a context of family's relocation and covid pandemic

#### **NEXTEP Health (Pharmaceutical and medical device consulting firm) Paris – 2017/2019**

##### **Marketing / Market Access and Public Affairs Project Manager**

Advising pharmaceutical laboratories on the possibilities of market access for their new molecules

- ❖ Within the **Market Access team**, I advised Pharmaceutical Companies on the launch of new molecules for the French market (including registrations, extension of indications, re-evaluations).  
Examples of achievements: Wrote strategic recommendation for Fostamatinib (Grifols), set up the reimbursement files of Homeopathy in the French market (Boiron), wrote European market report for Trueclear (Hysteroscopy device, Medtronic), wrote a report on how to penetrate the French market access (Alzheimer Disease, RegenLife) by:
  - Performing analysis of available clinical data:
    - Clinical study analysis
    - Clinical literature review
    - Clinical data analysis of relevant competitive molecules
    - Recommendation of strategies for French Market and scenario planning
    - Molecule evaluation files drafting (French evaluation of the therapeutic value of a drug)

- Creating economic analysis of new products
  - Benchmark of comparators, clinically relevant on the market and study of their price evolution
  - Depending on the scenarios, Strategic recommendations for pricing and reimbursement
  - Price negotiation support with the Economic Committee for Health Products (CEPS)
- Performing strategic advisory on how to penetrate French Market
  - Based on our expertise, recommended the most efficient strategy to access the market at the right price in France, taking into consideration the global go-to-market strategy
- Offering downstream marketing consulting:
  - Market analysis and advisory on the marketing of pharmaceuticals and medical devices to hospitals and clinics including the launch of a hysteroscopy device across Europe
- ❖ Within the **public affairs team**, lobbying activities for maintaining the reimbursement of homeopathy in France (Boiron), for developing the vaccination (Pfizer), for obtaining payment for blood donation in France (PPTA)
  - Mapping and solicitation of stakeholders (political, institutional, KOL)
  - Organization of manufacturing plant visits
  - Arrangement of work meetings, boards, press conferences
  - Production of notes and arguments, writing and distribution of white papers
- ❖ Within the publication team:
  - Wrote articles for the Nextep industry thought leadership in the “Pharma Express International” which talks about new market access strategies (value-based pricing, packages, and capping) around the world.

## **Health Care Provider career**

### **PHYSIOTHERAPY OFFICE in Paris – 2008/2017**

**Owner, Director and Health Care Provider** (Annual turnover of €300,000 with 3 HCP)

Grew the business (from €0 to €100,000 in 1 year and then to €300,000 in 2 years – average benchmark for Paris is 150,000€ for a similar business)

- ❖ Physiotherapist work and development of collective courses of corrective gymnastics
- ❖ Development of the activity by creating a network of trusted prescribing physicians
- ❖ Recruitment and management of collaborating physiotherapists
- ❖ Current accounting and management to optimize profitability
- ❖ Purchasing, investment management and regulatory monitoring

### **PHYSIOTHERAPIST**

- |   |                           |           |
|---|---------------------------|-----------|
| ❖ Pediatric Hospital of Kremlin Bicêtre (Paris) | Pediatric Rehabilitation  | 2004/2008 |
| ❖ Robert Doisneau retirement home (Paris)       | Functional rehabilitation | 2003      |

## **EDUCATION**

### **Executive Master’s Degree in Management & Strategy of Healthcare Industries – 2017/2018 in ESSEC Business School (6th top-ranked European business school) Paris, France**

Thesis: How to launch a digitally-connected medical device in the European Market (covering issues related to IP, CE marking, market access, management of data, GDPR, etc.)

### **VARIOUS TRAININGS IN PHARMA PRICING AND DIGITAL HEALTH TRANSFORMATION 2020**

❖ Pharma pricing and digital health transformation

- Using clinical health data for better healthcare – University of Sydney Certification
- Drug commercialization – UC San Diego Certification
- Prescription Drug Regulation, Cost and Access on US Market – HarvardX Certification
- Medicine in the Digital Age – HarvardX Certification

❖ Digital Project management

- Professional Scrum Master 1 – Scrum.org
- Project management degree – University of Wisconsin, Online courses
- Manage digital project with waterfall methodology – Openclassrooms (French online school)
- Basic programming in Python – Openclassrooms
- Initiation to Design Thinking – Openclassrooms
- Initiation to UX design – Openclassrooms
- Initiation to Lean prototyping – Openclassrooms

**Continuous Trainings in Physiotherapy and Patient Management in Paris – 2006/2010**

Patient group management, Manual therapy, Rehabilitation of chronic respiratory patients, Respiratory Pediatrics and Infant Bronchiolitis

**ECOLE DE KINESITHERAPIE DANHIER (French school of physiotherapy) – 1999/2003**

Diploma of Physiotherapy,