



Martí Huguet

Transforming
Customer engagement
in Life Sciences

- Barcelona
- Telf: +34 637561698
- martihs@gmail.com
- [linkedin.com/in/martihuguet/](https://www.linkedin.com/in/martihuguet/)

ABOUT ME

Passionate on the application of technology to serve human needs. Which, in the end, requires running successful business as vehicles. That's why I hold 4 degrees in IT & Business, with a continuous **learning** appetite.

Having a proven track record in **Life Sciences**: from storing patients electronic health records and helping HCPs manage their clinics, to serve them from the medicine providers side. Always with clinicians in the center of my focus, to ultimately **better the patient care**.

OBJECTIVES

Create impact on business outcomes, rather than IT focused: leverage competitive advantages, improve ratios, lower costs, strategy alignment, change behaviours. Making them **accountable**.

WORK EXPERIENCE

- **AKTANA**
A.I. FOR PHARMA
(SAAS, NBA, OMNICHANNEL)
Feb 20 - Oct 23



Program Manager / Delivery Lead (Global)

After integrating all the commercial processes I wondered what was next, in customer-centric mktg, to define the **Next Best Action**, and joined Aktana to find out (more than half of top-20 pharmas use our AI to orchestrate omnichannel customer engagements at scale):

- **Managing a program of \$1 million** projects per year (\$4 MM with licenses) for World's Top 5 pharmas, at **EMEA, US and Global** levels.
- Standardize solutions from market to regional and global (consistency, efficiency, scalability), and localize to markets to fit needs.
- Building and nurturing trust-based relationships with key stakeholders.
- Assessing overall client expectations, strategic direction, scope, roadmap, SOWs, project plans and resources.
- Converting needs and strategy into objectives and deliverables, and translation to success criteria to monitor and improve.

- **LACER**
PHARMACEUTICAL
Feb 15 - Feb 20



IT Business Partner (Commercial)

In a pharma company that covers Healthcare and Personal Care (market leader in Spain in cardiovascular and oral care):

- Liaison between business stakeholders, development teams and vendors, in order to define & implement the product roadmap of all the Sales & Distribution applications (CRM, SFA, B2B2E, ERP SD, BI).
- Manage service operations to fulfil SLAs, and outsourced IT services.
- I successfully managed an in-house online & offline CRM/SFA, led an RFP and transition to Veeva/Salesforce, built the first B2B2E eCommerce of the company on SAP Hybris, and integrated all of them to SAP ERP and BI.

- **IMAGÈNIA**
IT SERVICES
(HEALTHCARE, AEROSPACE, SAAS, MOBILE)
2006 - 2015



IT & Business Consultant / Product Manager

Consultancy and IT services (closed down company):

- Aerospace industry: IT audit, consultancy and development (using BI) for the Reliability, Availability, Maintainability and Safety disciplines.
- Business consultancy on the conception of a company ([AgileContent](#), MaB stock market: €45M capitalization) to deliver a PaaS / SaaS for the management & distribution of digital media assets.
- Conception and implementation of a custom-made SW to assist the medical care service of a clinic which, eventually, became a product.
- Undertaking a venture business: SaaS for private healthcare (because of funding issues, continued with a contingency plan: on-premise).

- **CIRENE 2000**
IT SERVICES (ISP)
2000 - 2005



Consultant / Project Manager / Development Manager

In a (nowadays closed) company focused on Internet service providers:

- Initially managing single projects and, eventually, all the software development (teams of 5 to 8 people).
- I introduced a methodology (RUP, Use-Case Points, UML) for the management of the full SW lifecycle, that leveraged the results.

- **SOGETI**
IT SERVICES
(GOVERNMENT)
1998 - 2000

Senior Analyst & Programmer

Formerly Transiciel, before, Sysdata. Nowadays part of Capgemini.

- Working on big Oracle databases projects for the Barcelona City Council ([Institut Municipal d'Informàtica](#)).

EDUCATION

- 2018-2020 [Universitat Oberta de Catalunya](#)
- 2019 [Axelos](#)
- 2017 [Veeva](#)
- 2008-2010 [Universitat Oberta de Catalunya](#)
- 2005-2008 [Universitat Oberta de Catalunya](#)
- 1993-1999 [Universitat Politècnica Catalunya](#)

M.Sc Digital Marketing & E-commerce

ITIL4 Foundation in IT Service Management
Veeva (SalesForce) CRM Administrator

B. of Business Administration

B. of Science in Business

M.Sc. of Computer Science

LANGUAGES

Catalan	Native
Spanish	Native
English	Full professional proficiency (last 4 years in an International environment)

EXPERTISE

- IT & Business Strategy Planning, Alignment and Execution • Leadership • Stakeholder Mgmt • Sales & Marketing
- Deliver eXperiences to Users, Customers and Business (UX, CX, BX)
- Omni-Channel Marketing • Next Best Action • E-commerce • Sales Force Automation • CRM (Veeva, Salesforce)
- Pharmaceutical (OTC & Prescription) • Healthcare • IT
- AI/ML • Data Science • Software as a Service (SaaS) • SAP SD
- IT Service Mgmt • Product & Development Lifecycle Mgmt • Consultancy • Business Development • Account Planning