

## **Juan Augusto Muench Castaneda**

Del Jaguareté 49, Nordelta. Buenos Aires, Argentina

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### **WORKING EXPERIENCE**

May 2016 – Present **Conscious Business Coach, Buenos Aires**

- Application of Conscious Business Coaching theories both inside Boehringer Ingelheim and through coaching and mentoring outside the company.

Jul 1999 – Present **Boehringer Ingelheim**

#### **President and Regional Managing Director South America, Head Prescription Medicines.**

Jan 2014 – Present, Buenos Aires.

- Review of setup and Strategy of the Regional Operating Unit based in Buenos Aires.
- P&L Responsible for Venezuela, Colombia, Peru, Ecuador, Chile, Argentina, Uruguay and Paraguay.
- Regional Lead for OTC, Animal Health, Compliance, Finance, Operations, Medical, HR, IS.
- Total Gross Sales 2015: 361 Mio Euro (+16,3%); Net Sales: 280 Mio Euro (+14.1%). Of which Prescription Medicines closed at 177 Mio Euro (+14.5%)

#### **Regional Managing Director South East Asia and Managing Director Singapore.**

Jan 2010 – Dec 2013, Singapore.

- Setup, creation and Strategy of the Regional Operating Unit in Singapore.
- Responsible for Human Pharmaceuticals (OTC and Rx)
- P&L Responsible for Thailand, Malaysia, Singapore, Indonesia, Philippines, Taiwan, Vietnam / Cambodia.
- Head of Regional Center Singapore – Medical, HR, IS, Internal Audit.

#### **Senior Regional Business Manager for Prescription Medicines.**

Feb 2006 – Dec 2009, Ingelheim, Germany.

- Responsibility for South American Regional Operating Unit and Brazil.
- 4 years with record growth, and above initial expectations.
- Initial definition of Emerging Markets Corporate Strategy.

#### **Group Product Manager.**

Jul 2004 – Jan 2006, Mexico City.

- Responsible for Marketing Management for Hypertension, Urology, Rheumatology, CNS and the Advanced Life Cycle Management Products.
- Responsible for Market Access, Pricing and Outcomes Research strategies.
- Alliance Manager with Eli Lilly on CNS and Urology brands: Most successful launch for CNS worldwide.
- Hypertension market share tripled through Value Added Marketing Initiatives.

#### **Product Manager.**

Oct 2003 – Jul 2004, Mexico City.

- Parkinson Disease Brand – Market Leader Non-Ergot Dopamine Agonist.
- Stress Urinary Incontinence Brand – Launched and Co-marketed with Eli Lilly.

#### **Market Research and Disease Management Manager.**

Apr 2002 – Oct 2003, Mexico City.

- Quali/Quanti Market research and data Analysis.
- Disease Management programs for Core Brands in Respiratory, Urology, Cardio-vascular, Anti-inflammatory areas.
- Initiation of Value added marketing initiatives, Patient Attention Centers and Call Center BI.

#### **IT Infrastructure Manager IT.**

Jul 1999 – Apr 2002, Mexico City.

- Responsibility for Communications, Client Server development, Web-based technology.
- Business Partner for Commercial Areas.
- CRM and DWH for Prescription Medicines Business.
- Assessment of Strategic Planning Process in NAFTA region.

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1996 – 1999 **El Palacio de Hierro**

### ***Retail Systems Manager.***

*Mexico City, Mexico*

- UNIX based Retail Systems implementation, including DWH, Stock Management.
- Credit Processes Analysis and System Development with reduction on the company's non-recoverable debt from 31% to less than 5%.

1994 – 1996 **Universidad Latina de América**

### ***System Development Manager.***

*Morelia, Michoacán, Mexico.*

## EDUCATION

2012 **Institute Européen d'Administration des Affaires (INSEAD), Fontainebleau, France.**  
*Global Strategic Leadership Program.*

2009 **Columbia University, Executive Education, New York City, USA.**  
*Transition to General Management.*

1996-1998 **Instituto Tecnológico Autónomo de México, Mexico City, Mexico.**  
*Masters Degree on IT and Business Administration.*  
Summa Cum Laude.

1998 **École nationale supérieure des télécommunications, Rennes, France.**  
*Mastère Spécialisé en Réseaux et Systemes d'Information pour les Entreprises.*  
Summa Cum Laude.

1991-1995 **Instituto Tecnológico de Morelia, Morelia, Mexico.**  
*Bachelor in Computer Sciences.*  
Best in Class 1991-1995.

1983-1986 **Instituto Mexicano Americano de Relaciones Culturales, Hermosillo, Mexico.**  
*Bachelor in English. Test of English as a Foreign Language: 650 / 677*

## ADDITIONAL INFORMATION

Birth: 19.08.1972. Chiapas, Mexico

Nationality: Germany, Mexico.

Status: Married. 3 children.

Languages: Spanish (Mother Tongue), English fluent, German Social, French basic.

Resident Status: National Identity Document (Foreigner) in Argentina under Expatriate Contract.