

# 2015 Synergistix Users Conference

## Thriving through Innovation and Partnerships



### **Alexander Michael Drigan**

Alexander Drigan is Head – Business Intelligence & Commercial Services at Ferring Pharmaceuticals. Alex leads a team, within the Commercial Operations group, comprised of 18 associates managing the following functions: sales and marketing analytics, market research, sales operations, marketing services, data integration and validation, competitive intelligence and data management. Other duties include responsibility for the US corporate business plan (Annual and 5 Year) in conjunction with the Global Marketing Organization in Geneva Switzerland as well as working closely with the Business Development team. Alex interacts regularly with Finance, Operations, Legal, Regulatory, Medical Affairs, IT and Compliance to ensure the commercial operations group objectives can be attained. Alex is also a member of the Commercial Leadership team responsible for providing strategic direction for the US business.

Within Ferring Pharmaceuticals, Alex has held many other roles including Director – Business Intelligence & Analytics, Director – Marketing Information Services, Director – Business Development/Strategy, and Marketing Director – Orthopaedics – EUFLEXA (HA) (Devices).

Prior to Ferring Pharmaceuticals Alex was Vice President Sales & Marketing at API Industries, Director of Marketing at Scott Paper Limited, Regional Sales Manager at Pharmascience, Inc., Marketing Manager at Kraft Canada, Inc. and a National Account Manager at Procter & Gamble, Inc. Alex is also known for key attributes including being a team builder, results oriented, a natural coach and communicator, a quick adapter, and a strategic, visionary leader.

Alex participated in the Executive Marketing Program at Queens University, received his B.A. from the University of Western Ontario and his MBA from Penn State University in 2007.