

Meet our Team

Hubert Ridolphi PhD, MBA

20 years experience within Pharma and Medical Device Industry.
Successful marketing of products and services.

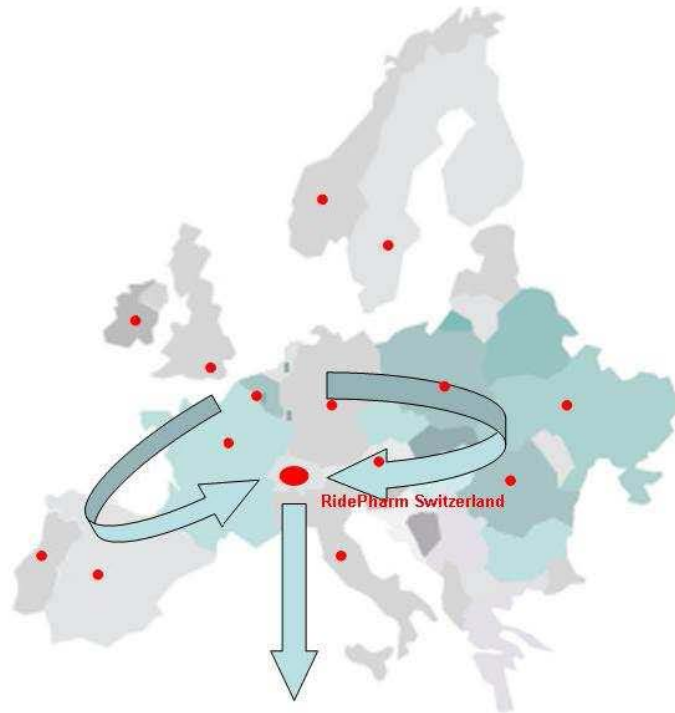
Gerrit Hagens PhD, MBA

20 years experience in Pharma and Biotech Industry. Bringing candidates, products and technologies to the right partners.

John Doe x 10, No matter who he (she) is, this one will keep an eye on details, making sure the plan is fulfilled.



RidePharm at the heart of Europe



to support you in your:

- ✓ In- & out-licensing and BD activities
- ✓ Promotion of services and technologies
- ✓ Product marketing



The RidePharm Advantages

- ✓ An organization based in the centre of Europe with world wide connections (over 1000 life science companies)
- ✓ Network of 12 consultants and 2 consulting agencies in Europe
- ✓ Cost-effective and flexible services
- ✓ Working together with the client to ensure success
- ✓ Full services from in- & out-licensing to marketing and sales assistance
- ✓ Intimate knowledge of markets and businesses



The RidePharm Premises

- ✓ **We work with our clients for their success**
- ✓ **We preserve confidentiality**
- ✓ **We remain proactive**
 - ✓ Participation in international conferences to meet with potential partners from US and EU in client's name
- ✓ **We follow-up**
 - ✓ Monthly visit of potential partners in EU to promote your company, service, technology or product
 - ✓ Ensure that marketing partners meet the objectives
- ✓ **We act before it is too late**
 - ✓ Choosing the right marketing partner
 - ✓ Ensure that client's message is communicated
 - ✓ Creation and production of market-specific promotional material when needed



RP licensing and BD services

- ✓ Representation of clients wishing to license in or out products and technologies
- ✓ Early drug discovery and lead generation
- ✓ Analysis and structure determination of compounds
- ✓ Scale up and manufacturing of biological compounds & NCE's
- ✓ Formulation services
- ✓ Preclinical services
- ✓ Clinical trial services



RP Marketing & Sales services

- ✓ **Classic industry consultancy**
- ✓ **Operational marketing & sales activities**



Customers	Mission	Contract	Results
Italian Biotech	Licensing out of antibodies	1 year	Human monoclonal antibodies successfully licensed out to top players of Biotech Industry.
Korean Biotech	Identification of Eastern European Partner and Product Launch	1 year	Successful partner identification, drug registration and launched in Eastern Europe.
CH-Biotech	Promotion of service	1 year	Established collaboration with global Pharma companies for the creation of new animal models.
CH-Biotech	Licensing-out mammalian cell line for production of recombinant proteins	3 months	400 K€, 12 months contract with a German University
INT-Organisation	Assistance to an Eastern African country to update the Health Care system	Spot mission	Complete audit of the health care and health control system: 13 decrees to be promulgated, 5 pharmacists trained.
CH-Pharma	Audit of a subsidiary in Hungary	6 months	Switching from a subsidiary to a representation office, representing yearly savings of 300KCHF
CH-Pharma	Changing promoting partners in 5 CEE countries	6 months	Switching from an inefficient centralised partner to 5 different partners located in the countries. Cost of promotion decreased by 5% .
D-Pharma	How to differentiate by a Marketing and Sales strategy(branded generics range / CEE country)	2 months	Ongoing; immediate increase (8%) of market share during the last period bulldozing the competition.
GB-Consultant	Integration of our business intelligence in a global project	Spot mission	Niche dermatology market studied
B-Wholesaler	Implementation of Good Distribution Practice	18 months	Conformity with the Europeans laws and standards.
HU-Biotech	Development of marketing tools	1 month	A complete set of marketing materials created (western standard), one year marketing strategy defined.
CH-Biotech	Identification of partner for Technology Transfer	3 months	Successful transfer and integration of new technology allowing higher production efficacy.

RP Our track record



RP Our Promise

“We will be your new partner delivering outstanding and flexible services at a competitive cost within a reasonable time period”



Contact

us!



Dr Gerrit Hagens, partner.

Head of Biotechnology Consulting Department

+41 787617312

Gerrit.hagens@ridepharm.com

