

# DENIZ MORALI

## Australian Permanent Resident

**Address:** Glebe 2037 NSW, Australia **Mobile:** 0424016961

**E-mail:** morali.deniz@gmail.com **URL:** www.denizmorali.com

[in](https://www.linkedin.com/in/denizmorali) www.linkedin.com/in/denizmorali

## SUMMARY

- **A driven and enthusiastic Market Access professional with 4 years of experience in the healthcare & life sciences industry, with a strong focus on:**
  - **Consulting** – Providing innovative solutions to pharma & biotech clients identifying market barriers and opportunities, pricing options and analyzing the reimbursement landscape
  - **Project management** - Synthesizing global research into evidence-based recommendations and actionable insights for clients to be successful in highly competitive markets
  - **Account management & stakeholder engagement** - Identifying & building relationships with industry leaders, patients, physicians, key opinion leaders, integrated delivery networks and public and private health insurers
- **Experience managing the whole project lifecycle from proposal and requirements capture to analysis and delivery**

## SKILLS

**Language:** English (Fluent), French (Fluent), Italian (Fluent), Turkish (Native), Spanish (Beginner)

**Technical:** MS Office, IOS Applications, Microsoft Visual Basic, SPSS, SAP, Qualtrics, Salesforce, Taskray

## WORK EXPERIENCE

### **Real World Analytics – Pricing Insights Analyst**

**Sydney, AU (09/2018 – Present)**

Helping clients build capability by leading insightful and valuable on boarding discussions based on an understanding of their business and current work practices and delivering improved commercial results

- Working cross-functionally with Sales, Product Development and Technical Support teams
- Multi-tasking, handling different customer projects and displaying communication skills

### **Jupiter Life Sciences Consulting – Market Access Strategy Consultant**

**Sydney, AU (09/2016 – 04/2018)**

Worked on various value strategy, pricing, reimbursement and payer engagement projects

- Awarded 'Employee of the year' – *client satisfaction*
- Delivered highly specialized and tailored commercialization projects for top global pharmaceutical companies and biotechnology start-ups
- Enhanced internal knowledge and represented the company towards stakeholders by creating country-specific strategic infographics ('Market Access Passports') for 14 countries including Australia, US, EU5, Canada, Japan, Turkey and Brazil
- Trained analysts and ensured a quick and excellent onboarding process
- Reported directly to Partner and Senior Director

### **Boehringer Ingelheim – Market Access Specialist**

**Istanbul, Turkey (01/2016 – 07/2016)**

Tracked reference prices and took strategic and proactive actions to apply for price changes, executed competitive pricing and reimbursement analysis, collaborated with local and global pricing teams as well as cross-functional groups and responded to local, regional and global requests

- Earned 80% price increase for a product as a result of close follow-up and negotiations with the MoH, gained the company a forecasted revenue of EUR 20M
- Supported regional Market Access Director

### **Santa Farma Pharmaceuticals - Budget Planning, Pricing and Reimbursement Specialist**

**Istanbul, Turkey (03/2015 – 01/2016)**

Reported actual vs. budget comparison and profitability, monitored changes in regulations, submitted relevant dossiers to Social Security Institution and MoH, defined pricing needs and strategies and informed relevant divisions about competitors and their strategies

- Supported CFO with portfolio planning and access

### **Pearl Healthcare Group - Health Management Trainee**

**Kent, UK (11/2014 – 03/2015)**

Undertook performance improvement projects and needs assessments, monitored competitors and took action plans to reduce costs and redesign the organizational chart, developed links with key partners

- Supported CFO in cost minimization and change management

### **Charing Cross Hospital, NHS England - Project Consultant**

**London, UK (05/2014 – 08/2014)**

Conducted a time and motion study to improve efficiency in the oncology clinic by analyzing the resource requirements, gaps and areas to improve, presented possible solutions to management

- Used time and motion study, in depth interviews and analysis of primary and secondary data on physician timetables, peak times, avg. waiting times and avg. time taken to perform each task
- Visualized causes of delays through fishbone analysis

## EDUCATION

### **Imperial College London, Business School - MSc. International Health Management, Merit** **London, UK (2013 – 2014)**

Term paper: Decision-Making on the Range of Health Services that are Provided Free of Charge

Term project: Cost-Utility Analysis of Cemented vs. Cementless Hip Arthroplasty in the UK

### **METU (Middle East Technical University) – BSc. Business Administration**

**Ankara, Turkey (2009 - 2013)**

Term paper: Synthesis and comparison of the insights on health care innovation of two experts

### **Lycée Français Saint Joseph - High School Diploma & French Baccalaureate, Highest Honor** **Izmir, Turkey (2004 – 2009)**

Earned full scholarship to attend summer school at CLI Dante Alighieri, Italy (2007)

Ranked within the 99.9<sup>th</sup> percentile nationwide in the University Placement Test

Ranked 3<sup>rd</sup> nationwide in Galatasaray University Entrance Test in French

## AREAS OF RESPONSIBILITY

### **Imperial College Biopharma and Healthcare Club - President**

**London, UK (2013 – 2014)**

Brought together healthcare professionals and students for academic discussion and introduction of career opportunities in the biopharma and healthcare sectors

**Lycée Français Saint Joseph Solidarity Club – President**

**Izmir, Turkey (2007 – 2008)**

Raised donation for and organized visits to nursing homes, care centers and welfare institutions

**Rotary (Interact) International 2440<sup>th</sup> district - Vice President**

**Izmir, Turkey (2006 – 2008)**

Raised awareness towards Polio vaccination, raised donation for Tsunami victims, worked for the 'Clean Sea' project, participated in youth exchange programs in Brazil (2007) and Finland (2006)