

Beatriz Romero

Business Unit Director Primary Care

Beatriz Romero is a Commercial Executive with more than 20 years of experience, during those years she build a career of success growing businesses, brands and driving results within the life sciences industries.

As a forward-thinking and innovative mindset, allows Beatriz to contribute as an effective partner with key cross functional teams.

Throughout her career, Beatriz has demonstrated strong agility and adaptability. She balances strategy and focused execution as she capitalizes on business opportunities.

She excels at building high-performing teams, hiring, mentoring and developing future leaders and successors. She has multiple achievements in top iconic brands such as Nexium, Viagra, Enbrel, Xarelto, Cardio Aspirin, Redoxon, & others, including the launches of new products, manage Loss of Exclusivity brands as well as collaborating in the creation of second brands. She leverages in her deeper understanding on marketing, sales and operational excellence skills to effectively manage P&L performance while leading within complex healthcare environments.

Beatriz has a bachelor's degree in marketing at Universidad del Valle in Mexico City, moreover complete executive and general management programs at prestigious institutions (IPADE).

She truly believes in the work life balance, loving spend time with her daughter Fernanda & family.