

José Luis Arévalo Aguilar

Business Excellence & Customer Experience Director

José Luis was born in Mexico City (Mexico) on August 16th, 1986.

José Luis obtained his bachelor's degree in international business at Universidad La Salle in Mexico City in 2008. For four years, he volunteered in AIESEC, where he had the opportunity to lead AIESEC in Mexico as Country Manager.

His career in the pharma Industry started in **2015**, when he joined Novo Nordisk as Business Analyst for Central America and Caribbean Region. There, he took different responsibilities gaining experiences in CRM Administration, Sales Effectiveness strategies and Market Intelligence.

In **2017**, Jose Luis joined Novo Nordisk Mexican affiliate where he had the opportunity to lead the CRM administration amongst the different business units and collaborate as business partner for the Insulins Business Unit as part of the Commercial Excellence and Business Insights team.

His development path has allowed him to experience a 360 perspective of the business combining market data analysis with performance indicators generating valuable insights for decision making, but also leading the implementation of innovative solutions towards business evolution.

In **2019**, Jose Luis joined Chiesi Mexico, and currently he is responsible for the Business Excellence & Customer Experience department leading the implementation of the transformation program towards customer centricity.