

Héctor Amezcua Álvarez

Business Unit Manager, Primary Care Franchise – Chiesi México

Héctor Amezcua Álvarez was born in México City, on November 17th, 1983.

He is married and has two sons.

Héctor has a Marketing degree from Universidad Tecnológica de México and an MBA from SDA Bocconi School of Management among other marketing & customer service courses, diplomas and seminars in Central Michigan University, The Disney Institute, Florida USA and Instituto de Estudios Superiores de Monterrey.

Héctor started to work in pharma Industry at the age of 22 as marketing trainee in Bausch & Lomb corporation. His professional pathway includes companies such as Abbott, Valeant Pharmaceuticals and Carnot Laboratories performing in different areas such as market research analyst, sales representative, product manager and Group Marketing Manager.

Since **2013**, Héctor serves as Chiesi employee having the opportunity to perform in both marketing and commercial positions. Today he is the head of the Primary Care business unit, in charge of Marketing and Sales.

Héctor and his team have been protagonists of bringing and launching in Mexico the whole corporate respiratory line and are currently committed to seek both organic and inorganic growth opportunities in this field.