

Rodrigo Garelik

SENIOR PHARMA LEADER

AI-Enhanced Management



CONTACT

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CORE COMPETENCIES

PHARMA EXPERTISE:

- P&L and Business Unit Management
- Go-to-Market Strategies & Product Launches
- Sales Force Effectiveness (SFE)
- Market Access & Medical Affairs

TECH DIFFERENTIATOR (AI):

- Generative AI Business Strategy
- Commercial Process Automation
- Advanced Prompt Engineering
- Digital Transformation in Healthcare

EXECUTIVE PROFILE

C-Level commercial executive with over **25** years of track record transforming results in the multinational pharmaceutical industry. Expert in sales force restructuring and market share maximization.

Regional pioneer in integrating Generative Artificial Intelligence to optimize marketing strategies and operational efficiency.

My approach combines corporate rigor (**Compliance, KPIs, ROI**) with technological innovation to lead teams in highly complex markets.

PROFESSIONAL EXPERIENCE

CEO & FOUNDER | DIGITAL STRATEGY & AI



Lab.IA | Dec 2024 – Present

- Leadership in implementing automation models and intelligent chatbots for the healthcare sector, optimizing lead generation and patient experience.
- Strategic consulting for laboratories in adopting Generative AI tools.

NEW PROJECTS MANAGER NUTRICIA DANONE



LQF (Harrison Group) | Mar 2025 – Oct 2025

- Milestone: Development and implementation of strategic projects for [expansion and consolidation](#) of the Nutricia line in the Paraguayan market.
- Design and execution of launch and positioning plans.
- Interdepartmental coordination for resource optimization and goal achievement.
- Implementation of commercial strategies focused on maximizing market penetration.

MEDICAL PROMOTION MANAGER **Abbott**

Abbott Laboratories | Oct 2023 – Aug 2024

- Milestone: Comprehensive reorganization of Sales Force structure ([23 Medical Sales Representatives](#)) nationwide, optimizing targeting and visit frequency.
- Strategic management of 5 key therapeutic lines, ensuring coverage and effectiveness metrics compliance.

MARKETING MANAGER



LQF (Harrison Group) | Jan 2023 – Oct 2023

- Responsible for P&L and strategy for [8 international representation lines](#) (AstraZeneca, Nutricia, Gador).
- Leadership of 5 Product Managers and Trade Marketing team, achieving operational synergy between ethical and consumer divisions.

CORPORATE MANAGER

Scavone Group (Rexim & Incare) | Jan 2022 – Dec 2022

- Leadership in acquisition and operational merger of [two](#) new business units, consolidating commercial structure in less than 12 months.

COMMERCIAL MANAGER (COUNTRY MANAGER ROLE)

Eurofarma Paraguay | Mar 2019 – Jan 2022

- Record Achievement: Historic climb in IMS/IQVIA ranking, taking the laboratory from position 149th to **89th** in record time.
- Complete commercial operation reengineering and crisis management during the pandemic, ensuring business continuity.

PRODUCT MANAGER

Roemmers (Megalabs) | Mar 2011 – Feb 2019

- Growth: Strategy for ABRILAR, achieving **+65%** in sales (2018) and absolute market leadership.
- Launch: Positioning of PIASCLEDINE, reaching 41% growth and leadership in its therapeutic class.

EDUCATION & AI CERTIFICATIONS

UNIVERSITY DIPLOMA IN GENERATIVE AI & AUTOMATION

Universidad Europea IMF / CENTEIA Center (Andorra) | 2024 – 2025

Official certification (6 ECTS credits). Application of AI for business efficiency.

PRO PROGRAM: PROMPT ENGINEERING

CENTEIA Education | 2024

720 hours of intensive training in AI tools and chatbots.

MASTER'S IN STRATEGIC MANAGEMENT (MARKETING)

FUNIBER - Fundación Universitaria Iberoamericana | 2011 – 2013

BACHELOR'S DEGREE IN MARKETING

Universidad Autónoma de Asunción | 1999 – 2005

LANGUAGES

Spanish (Native)

English (Intermediate – Professional)

Portuguese (Intermediate – Professional)

Guarani (Intermediate)