

Gergely Vértés, MBA

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Pipeline commercialization leader driving pre-launch and peri-launch go-to-market strategy, scenario planning, and cross-functional orchestration across EU27 rare disease portfolios.

PROFESSIONAL HIGHLIGHTS

- Led pipeline commercialization and pre-launch planning for gMG and TK2D across 27 European markets, building go-to-market models, cross-functional orchestration, and affiliate-level execution frameworks that exceeded Year 1 revenue targets by 120% within 6 months.
 - Drove 4-quarter scenario planning and business case development across 27 markets, integrating financial modelling, market dynamics, and strategic insights to support launch decisions and materially accelerate decision speed.
 - Built customer segmentation strategies and data-driven go-to-market models for rare disease launches, increasing field-force effectiveness by 37% and expanding HCP reach by 33% across 27 international markets.
 - Directed commercial excellence and operational readiness across 27 markets, managing Value and Access, Medical, Regulatory, and Commercial Operations functions through a fully aligned commercialization and launch plan.
 - Generated €5.6M in non-dilutive funding through rigorous business case development linking product value to payer adoption drivers, and contributed to close to €1B in incremental revenue through lifecycle management strategy across G7 markets.
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EXPERIENCE

Launch Excellence - Senior Director | Haemophilia/Nephrology/ CardioMetabolic

SOBI | Brussels Metropolitan Area | March 2026 – Present

- Building and embedding a scalable EU launch operating system ("1 LEX") across European markets for a four-asset rare/specialty disease portfolio spanning haemophilia A, C3G, sHTG, and other TAs.
- Developing integrated launch playbooks and standardized readiness frameworks across EU5, establishing project management infrastructure and KPI governance for affiliate launch coordination
- Facilitating cross-functional collaboration between global strategy teams and regional affiliates; embedding launch excellence principles and mentoring teams on execution discipline

Strategic Commercial Advisor | Biotech Launch & Scale

Independent | Brussels Metropolitan Area | May 2025 – March 2026

- Led commercialization strategy and go-to-market models across rare disease and digital health engagements, delivering pre-launch planning across EU5 and EU27.

- Drove BD from sourcing through due diligence and valuation, supporting 5 term sheets and licensing evaluations for innovative life science assets.
- Built business cases and commercial narratives integrating financial modelling, competitive positioning, and market dynamics for executive and investor audiences.
- Conducted market analysis including qualitative and quantitative research to inform customer segmentation and go-to-market model decisions across target rare disease markets.
- Developed early-stage market intelligence to uncover customer needs, competitive positioning, and emerging trends enabling informed launch decisions.

Chief of Staff Europe – Head of Commercial Operations (Rare & Neurology Disease Organization)

UCB | Brussels Region, Belgium | August 2022 – December 2024

- Led cross-functional commercialization planning for gMG (rare neuromuscular) and TK2D (ultra-rare metabolic), orchestrating pre-launch and peri-launch activities across 27 markets with Medical, Market Access, Regulatory, HEOR, and Commercial Operations.
- Drove scenario planning and go-to-market model development across 27 markets, integrating financial modelling, affiliate-level execution plans, and strategic insights to support launch decisions.
- Designed customer segmentation strategies and data-driven targeting frameworks, enabling launch plans grounded in commercial viability and aligned with affiliate and global objectives.
- Managed commercialization risk proactively, developing mitigation strategies and maintaining operational readiness across 27 affiliate teams throughout pre-launch and peri-launch phases.
- Scaled the rare disease commercial organization from 5 to 180 FTEs, establishing capability building standards, performance development pathways, and launch readiness infrastructure across all affiliate teams.

Digital Health & Medical Device Lead – Seizure Detection Device Lead

UCB | Brussels Area, Belgium | April 2017 – August 2022

- Directed end-to-end pipeline commercialization for a Class II AI-enabled medical device, connecting regulatory, clinical, and commercial workstreams through FDA 510(k) and CE Mark clearance.
- Built business cases integrating financial modelling and payer adoption drivers, generating €5.6M in non-dilutive funding across complex global healthcare systems.
- Established post-market evidence roadmaps and RWE studies to support global reimbursement strategy and long-term market development.
- Orchestrated a 12-partner consortium delivering joint go-to-market initiatives, navigating highly matrixed organizations and complex licensing agreements.
- Directed a landmark 500+ patient RCT (NCT04284072), shaping trial design, endpoints, and patient population to support market access and adoption.

Global Commercial Launch Lead (Epilepsy / Neurology)

UCB | Brussels Metropolitan Area | March 2015 – March 2017

- Built standardized go-to-market models and cross-functional execution toolkits across 27 countries, reducing Time-to-Patient by 15% and improving launch KPIs by 20% across two neurology brands.

- Drove indication prioritization and lifecycle management strategy across G7 markets, contributing to close to €1B in incremental revenue through disciplined scenario planning and business case development.
- Managed an 8-affiliate operating cadence, improving cross-functional decision turnaround by 30% and ensuring seamless coordination between affiliate and global stakeholders.

Director of Digital Engagement & CRM Lead Europe

UCB | Brussels Metropolitan Area | January 2013 – April 2015

- Increased field-force effectiveness by 37% through omnichannel engagement, CRM innovation, and data-driven HCP targeting across 27 international markets.
- Drove customer segmentation analysis and data-driven targeting across 27 markets, expanding HCP reach by 33%.
- Built SFE dashboards improving call quality by 20% across 4 brands and 27 field teams.
- Automated cross-market reporting for 27 teams, improving data accuracy by 50% and increasing insight cadence from 2 per year to 20 per year.
- Delivered 7 scientific campaigns across 3 therapy areas, increasing webinar attendance by 35%.

Earlier Experience:

- **UCB Digital Marketing & CRM Manager** | Budapest | 2012–2013: Rolled out CRM across 27 markets, reducing commercial OPEX by 30%; trained 250+ users to 99% adoption within 12 months.

- **Novartis / Pfizer / IBM / Science Business (HEOR Project)** | Brussels | 2011: Built pharmacoeconomic models and cost-effectiveness analyses for EU cardiovascular disease management across 3 scenarios and a 10-year horizon; presented findings to the European Commission and Capitol Hill.

- **Fenstherm Kft (Business Development Manager)** | Croatia | 2005–2010: Established a new business unit with a €2M investment and 12 FTEs, meeting revenue and profit targets within 24 months.

EDUCATION

Executive Education, Life Science Innovation | Boston, USA | 2015

Harvard Business School

MBA, Business Administration | Leuven, Belgium | 2010 – 2011

Vlerick Business School

Bachelor (BA), Economics in Tourism and Travel Services Management | Budapest, Hungary | 2004 – 2008

Budapest Business University

Certification:

- Massachusetts Institute of Technology, Drug and Medical Device Development | 2020

- Biotech Unveiled: Understanding the U.S. Biomedical Innovation Marketplace | 2024

Skills:

- Pipeline Commercialization: pipeline commercialization, pre-launch and peri-launch planning, commercialization risk management, go-to-market model development, operational readiness, launch excellence, launch governance, integrated launch playbook, affiliate-level execution
- Scenario Planning and Business Cases: scenario planning, financial modelling, business case development, forecasting, market dynamics, strategic insights, budget management, resource allocation
- Market Analysis and Segmentation: customer segmentation, market analysis, competitive positioning, market intelligence, data-driven targeting, HCP segmentation, referral pathway development, AI-based market intelligence
- Cross-Functional Commercialization: cross-functional commercialization planning, Value and Access, Medical Affairs, Regulatory, HEOR, Commercial Operations, stakeholder alignment, milestone management, PMO
- Rare Disease Commercialization: rare disease launch execution, ultra-rare disease, specialty product launch, KOL engagement, patient advocacy, center-of-excellence model, EU27 launch planning
- Commercial Excellence: commercial excellence, SFE, omnichannel engagement, CRM strategy, performance governance, KPI governance, SFE dashboards, field deployment
- Languages: English (fluent), German (professional working proficiency), Hungarian (native)

Publications:

Bruno E, Biondi A, Böttcher S, Vértes G, et al. Remote Assessment of Disease and Relapse in Epilepsy. JMIR Research Protocols (2020). pubmed.ncbi.nlm.nih.gov/33325373/

Zhang J, Swinnen L, Chatzichristos C, Vértes G, et al. Multimodal wearable EEG, EMG and accelerometry measurements improve tonic-clonic seizure detection accuracy. Physiological Measurement (2024). pubmed.ncbi.nlm.nih.gov/38772401/