Dr Véronique Narboni

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Managing Director Healthcare

General practitioner with over 20 years international experiences in medico-marketing strategy combined with global communication knowledge with a specialization in Brain Health and Aging, Founder of A²BC (All About Brain Connections)

PROFESSIONNAL PATHWAY	MISSIONS	RESULTS
04.2014 to date	Founder of A²BC All About Brain Connections	
01.2012 to 04.2014 ***Scientific Brain Training Group*** ***Managing Director HAPPYneuron*** Expert in Cognitive stimulation & remediation ***Lecture at ISCOM on Global Communication***	-Manage both HAPPYneuron SAS and HAPPYneuron Inc. -Prepare the new strategy and reorganize the team accordingly -Organize Business development by exploring new countries, new products and new partnerships	More than 40 % sales growth between 2011 & 2013 New contracts signed with partners in: Israel, Russia, Ireland, Spain, Canada, Australia Scientific communication during the EPA conference in Nice 2013
11. 2010 to 12. 2011 ***Charity project « Art Espoir »*** ***Project Management***	-Coordinate actions among stakeholders (project committee, partners, patients' associations and Pr.Coubes's team) to collect funds for URMA (Unité de Recherche des Mouvements Anormaux) and to give hope to children suffering severe dystonia.	•Gala dinner on board the Orient Express legendary Train •Regional and National Press conference planning and organisation: TV, Web, audio, newspapers • More than 80 K€ collected
04.2009 to 09. 2010 ***Publicis Healthcare Communication Group (PHCG)*** International Communication Publicis Group CA 5418 M€ Employees 45000 (2700 PHCG) ***Global Business,*** ***Medical Strategy Director***	-Contribute to develop the business as a member of the European support team involved in Global/pan European pitches -Identify medical needs and competences across all PHCG European agencies (transversal role)	•More than 50% win in New Business 2010 •Creation of a « Best practices guide online » •Development of a digital tool to collect medical expertise across all European Affiliates.
2006 to 2009 ***EuroRSCG Life*** International Communication Havas Group CA 1558 M€ Employees : 14 500 ***Medical Director and International Business Unit Director***	-Establish medical strategies and medico-marketing plans and supervise the implementation. -Manage medical team and medico marketing team (Two lines management) -Interact on a regular basis with major clients : Sanofi-aventis and Pfizer	•On going development of Sanofi-aventis Business Unit: Diabetes & Thrombosis with an annual budget of 1,4M€ in 2008 •Creation of a medical publication database and Standard Operative Procedure (SOP).
2004 to 2006 ***Centre Médical COSEM*** *General Practitioner* ***Med@vise***	-Work as a General Practitioner. -Create a consultancy company: Me@dvise.	•Reinforcement of CNS expertise as a freelancer with Med@vise

PROFESSIONNAL PATHWAY	MISSIONS	RESULTS
2000 to 2004 ***Lilly France*** Eli Lilly's 3rd affiliate CA 21,8 Billions of $ (2009) Employees 40 300 (F=2540) ***Lilly Institute President in charge of scientific liaison and external communication***	-Manage Lilly Institute (budget 2000 over 6 million French Francs /1 M €) and allocate grants and other donations. -Engage with local and international medico-marketing teams to contribute to product communication plan. -Prepare teams to manage crisis. -Supervise a team of 5 people for both Lilly Institute and external communication .	•Creation of the new Institutional communication strategy reinforcing Lilly brand. • Build an « umbrella » and public health projects like « Santé au féminin » and « Schiz'ose dire » • Organize media trainings along with external supplier.
1999 to 2000 ***Karolinska Institute- Institute of Psychosocial Medicine*** Stockholm -Sweden ***Guest researcher***	-Collaborate with Pr.D. Wasserman (as part of her research team) to study suicide prevention amongst school children (WHO mission). -Supervise a Swedish project of remote training for GPs..	•Co-developed guidelines with Pr. Wasserman published by WHO (Genève) and later translated in more than 7 languages. • Obtained a grant for the Institute of Psychosocial Medicine covering the GP project in 2000
1995 to 1999 ***Lundbeck International*** Copenhagen-Denmark ***Medical Advisor, International disease manager & International Manager , Educational program***	-Lead the medical strategy with the medico-marketing Cipramil/Seropram international team. -Join a group of pioneers initiating the « Lundbeck International Psychiatric Institute». -Coordinate and develop educational programs with international experts .	• Creation of an innovative software the « Workshop manager » interactive CD-ROM on mood disorders • Management of a group of KOL to develop the content of this educational program.
1991 to 1995 **Pierre Fabre Médicament** ***Medical and medico marketing*** Castres-France	-Medical product manager and over time in charge of medico-marketing activities of the CNS business unit.	• Prazinil campaign rewarded in1992 with a « Psy d'or » • Creation of « Club de la Serotonine »

EDUCATION

Doctorat in Medicine, 1991
together with a University Diploma
« Statistics and Computerized Medical Systems »
Faculté de Médecine de Montpellier

Baccalauréat- Série D , 1981

Languages :
•English: fluent
•German : school level
•Danish & Spanish knowledge

EXPERIENCE

*Customer oriented : ability to translate ideas into tangible value for customers.
* Coaching , change and team management within multi-cultural & cross-functional environment while using matrix systems :
-Projects Management
-Management of international teams
-Involvement in team building
* Good practice of basic software programs

LEASURE

¤ Travels
¤ Art exhibitions
¤ Ski, tennis
¤ Reading
¤ Cooking

Publications

- Wasserman D, Narboni V: “Examples of successful suicide prevention in schools” in Wasserman D (Ed) Suicide –an unnecessary death. Martin Dunitz Ltd, London New edition 2014

- Narboni V Jouvent R Co chairing a EPA symposium in Nice-France 2013 E-cognitive remediation: today’s realities and new opportunities for tomorrow

- Narboni V- Soubrier JP : “Suicide prevention in France” in Wasserman Danuta and Camilla : The Oxford Textbook of Suicidology and Suicide Prevention: a global perspective . 2009, 117;797-799

- Wasserman D Narboni V- “Suicide prevention in schools: a public health priority” EAP Congress Mental Health International Conference Dubai, UAE oral presentation, 27 June 2007

- Wasserman D, Narboni V: “Examples of successful suicide prevention in schools” in Wasserman D (Ed) Suicide –an unnecessary death. Martin Dunitz Ltd, London, 2001:269-275

- Wasserman D, Narboni.V “Preventing suicide: a resource for teacher and other school staff ” WHO 2000– Geneva Department of Mental Health Social change

- Wasserman D, Narboni V “ Guidelines for suicide prevention in schools” National Swedish Centre for Suicide research and Prevention of Mental Ill Health; ISBN: 91-973751-2-8; ISSN: 1400-3023

- Wasserman D, Narboni V: “Examples of successful suicide prevention in psychiatry” IV World Congress on depressive disorders, 13-16 September 2000-Mendoza Argentine

- Wasserman D, Narboni V « Suicide prevention in schools: a public health priority” IV World Congress on depressive disorders, 13-16 September 2000-Mendoza Argentine

- Raffaitin.F, Narboni.V, Ferrara.S “ Carpipramine: a 5HT2 antagonist: the clinician’s point of view” Poster presented during the 9th WPA, Rio June 1993

- Raffaitin.F, Narboni.V “ The 5HT2 antagonists: a new therapeutic class: the clinician’s point of view” Communication presented during the 9th WPA, Rio June 1993

- Raffaitin.F, Narboni.V “L’experience clinique de la Carpipramine le 1er antagoniste 5HT2 commercialisé” Poster presented during the 91th Congres de Psychiatries et Neurology de langue Francaise. Pointe-a-Pitre, May 1993

- Raffaitin.F, Narboni.V “ Les antagonistes 5HT2: une nouvelle classe therapeutique, le point de vue due clinicien” Nervure, 1993,VI,3,March 1993

- Raiffaitin.F, Narboni.V ” The 5ht2 antagonists: the clinician’s point of view” Communication presented during the AEP Barcelona, September 1992