

NEWS 01 2015

Cerbios appoints Annalisa Miracca as Director of Marketing & Sales Chemical Division



Cerbios-Pharma SA (from now on “Cerbios”) is pleased to announce that Annalisa Miracca has joined as Director of Marketing & Sales Chemical Division on October 1st 2014.

In this role Mrs. Miracca will be responsible for the marketing & sales of commercial chemical APIs, for the development of sales in existing and emerging markets and for customer acquisitions. She will take care of negotiating sale prices and concluding new trade agreements as well as the preparation of forecast and periodic analyses of risks and opportunities.

Annalisa Miracca will replace in his function Peter Buchs who will retire after 33 years of successful and brilliant collaboration.

"I am happy that Annalisa has decided to join our team. With her strong M&S and scientific background, she will not only be able to take over full responsibility of the ongoing business and activities

but will also definitely bring new ideas and approach." said Gabriel Haering, CEO.

"With Annalisa on board, we are also lowering the average age and increasing the percentage of women in the management team. This is very important and brings innovation and different viewpoints that are needed in order to grow and be unique in the marketplace."

Mrs. Miracca holds a degree in Chemistry from the University of Pavia, and is active in the chemical and pharmaceutical industry since 1997.

After short periods spent in QC laboratories of different companies, she started her experience in the Marketing & Sales in 1997, when she joined the Italian subsidiary of the American multinational company Sigma- Aldrich, where she also took responsibility of the import and sales of controlled substances.

Her carrier continued between 2001 and 2014 with Farmabios S.p.A. in the Marketing & Sales Department having the responsibility for sales in different countries.

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About Cerbios-Pharma SA

Cerbios is a privately held company located in Lugano, Switzerland, that specializes in the development and manufacture of both chemical and biological APIs for its partners world-wide.

Exclusive, third-party manufacturing services are offered by the Chemical Division for HPAs and by the Biological Division for monoclonal antibodies, recombinant proteins and pharma probiotics.

Cerbios provides full CMC support to its world-wide partners, including the supply of cGMP clinical batches, registration/validation material and commercially manufactured APIs. Paramount to this is the ability to supply all of the technical documentation and support necessary for a successful registration. Cerbios' commercial products are marketed worldwide but primarily in Europe, USA, Japan and India