



# ALIA MANETTA

## STRATEGY & CONSULTING

### Background

Alia Manetta sits within Accenture's Strategy & Management Consulting Practice with experience serving a wide range of clients spanning several Top-20 biopharmaceutical companies, emerging biotechnology manufacturers, private equity, medical device, diagnostics, and healthcare insurance.

Alia holds a Bachelor of Science (BS) from UCLA in Neuroscience and a two-year Master of Business and Science (MBS) at Keck Graduate Institute (KGI). She also completed 3rd year Law Certificate in Bioscience Industry Law and Practice at Southwestern Law School in 2019 and Certificate of Business & Financial Modeling at Wharton School of U. Penn

### Industry Experience

- Biopharmaceutical / Biotech
- Clinical Diagnostics
- Med-tech and Medical Devices
- Healthcare (Payer/Provider)
- Private Equity & Venture Capital
- High Tech

### Functional Expertise

- Patient Strategy & Service Design
- Pricing & Commercial Analytics
- Digital Health & Technology
- Drug Pricing & Reimbursement
- M&A & Go-to-Market Strategy
- Business Operations
- Design Thinking & Consumer Journey Mapping

### Select Project Experience

#### Global Pharmaceutical, Go-to-Market Strategy & Product Launch

- Supported multi-channel creative, digital, marketing, and communications strategy services for the global go-to-market launch of client's vaccine portfolio across the US, EU, and >70+ markets
- Delivered new capabilities, ensured launch readiness, and drove commercial excellence for the expansion of the vaccine into pediatric indications and ready to use formulations

#### Global Pharmaceutical, Post Merger Integration

- Led a global R&D post-merger integration pilot program, which included a comprehensive scalability assessment, go-to-market deployment strategy, product launch, and data insights generation resulting in \$XM in value capture over a multi-year horizon
- Developed a life science platform with business stakeholders, data scientists, developers, UX designers, and scientific thought leaders, resulting in deployment to 180 users across 8 global geographic regions

#### Global Pharmaceutical, Asset Acquisition Strategy

- Designed post-merger asset acquisition strategy and operational roadmap following a top global pharma's \$13B asset acquisition across 50+ countries

#### Integrated Managed Care Consortium, Provider Growth & Strategy

- Developed end-to-end strategy for 10-year virtual care business plan to transform client's US business across all settings in the healthcare continuum (primary care, specialty care, chronic care, etc.)
- Managed a 4-membered team in the design, planning, and execution of a US clinician ecosystem operations program, producing comprehensive budget and implementation roadmap

#### Leading Med-Tech, Financial & Cost Transformation

- Created a comprehensive cost analysis, benchmarking of total spend, and identified addressable annual non-labor costs for \$10M-\$20M savings over 2-year timeline

#### Global Biopharmaceutical, Business Development

- Led a year-long digital health initiative focused on the bone-health therapeutic area. Crafted tailored business models, extensive primary research, pro forma financial statements, and economic pricing models for a NewCo digital health venture

#### Global Pharmaceutical, Change Management & R&D Innovation Hub

- Crafted a 3-year and 5-year strategic plan for a Top 10 pharmaceutical focused on transforming their Small Molecule Design & Development (SMDD) business unit. Solutions accelerated new medicines and adoption of new technology across their R&D Labs