

Wojciech Białowas, MPharm

MEDICAL ADVISOR | MEDICAL AFFAIRS | DRUG & CLINICAL DEVELOPMENT SPECIALIST

PERSONAL SUMMARY

As a seasoned **pharmaceutical expert** (MPharm) with **eight years of diverse industry experience** empowered by **highly analytical thinking** ability, I offer a unique, **hybrid skill set** at the intersection of **Medical Affairs, Regulatory, Clinical Trials, Drug Development, and Scientific Communications**.

My professional expertise is grounded in a comprehensive understanding of the **drug development lifecycle** at every stage, coupled with insights into **pharmaceutical market dynamics and business imperatives**. This enables me to effectively **bridge scientific rigor with strategic business objectives**, **translating complex scientific and clinical data** into impactful **medical and commercial strategies** throughout the entire product lifecycle.

By adeptly **navigating the intersections of R&D, regulatory affairs, and marketing functions**, I support **cross-functional teams**, dismantling information silos and accelerating the **achievement of strategic goals**.

My value proposition is built on four key pillars resulting from my core competencies and skills:

Main therapeutic areas in which I have experience:

- Allergology
- Dermatology
- Gastroenterology
- Androgenic Alopecia
- Medical Cannabis
- Non-Steroidal Anti-Inflammatory Drugs (NSAIDs)
- Herpes Simplex Infections

Medical/Scientific Expertise | Data Analysis | Evidence Synthesis

- Evidence-based medicine approach grounded in **clinical trial design, biostatistics, scientific methodology** and rigorous, **critical appraisal of scientific literature**.
- Proficient with **PubMed, Embase, Cochrane, and EMA/FDA** sources for rapid, reliable **insights and evidence generation**.
- Provide **scientific oversight** and medical accuracy **review for promotional and educational materials**.
- Analytical and scientific thinking skills with a data-driven approach in reasoning and evidence-based decision-making processes.

Drug Development | Regulatory & Clinical Trials Proficiency

- Complete **product lifecycle management** & understanding: **from clinical trials to post-marketing**.
- Proven experience in **Clinical Data Management and EDC systems**.
- **Medical Writing and auditing** for clinical and non-clinical **parts of the registration dossier**, proficient with **eCTD structure** and content.
- Strategic input on **regulatory and market access for regulatory submissions, products launches, and post-marketing lifecycle**, covering registration possibilities analysis, legal bases for medicinal products, Rx-to-OTC switch strategies.

Scientific Communication | Training Excellence | Medical Education

- Deliver high-impact **training programs** for **Sales, Marketing, Business Development, and cross-functional teams**
- Produce and medically assess **content for HCPs and patients** (promotional, educational, ATL/BTL, scientific publications), **translating complex data into clear, actionable messages**
- Strengthen **communication excellence** as a **medical journalist and pharmacist**, providing **patient counseling** to improve pharmacotherapy adherence, safety, and efficacy.

Strategic Thinking & Market Intelligence

- **Bridge science and clinical evidence with business and commercial outcomes**.
- **Analyze pharma market and sales data** using leading datasets (PEX, IMS, DataMonitor) to **extract actionable insights**.
- **Collaborate cross-functionally** with Marketing, Sales, and BD on **most important and strategic commercial projects** to keep **decisions evidence-driven** and ensure **scientific credibility**.
- **Shape portfolio and pipeline plans** with clear, data-based recommendations.
- Growing expertise in **HTA and pharmacoeconomics**.

CONTACT

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OTHER SKILLS

- **advanced English - level C1**
- Microsoft Office™ software and computer skills
- driving license B
- intermediate German - Goethe Zertifikat B2 (certified in high school, current knowledge of the language at a lower level)

WORK EXPERIENCE

JUNIOR MEDICAL ADVISOR/MEDICAL ADVISOR

Synoptis Pharma/Neuca | Warsaw | Feb 2023 - Jun 2024

Key areas of expertise: **#Medical Affairs** | **#Medical Strategy** | **#HCP Engagement** | **#Product Launches**

- Provided **scientific oversight and evidence-based medical support** for **all OTC and Rx products in company's portfolio** (almost **100 medicinal products**), ensuring compliance with **EBM principles and Pharmaceutical Law**; acted as **key medical expert within organization**, bridging **Medical Affairs with cross-functional teams** throughout products lifecycle.
- **Reviewed and approved 100+ promotional materials** for HCPs and patients (**ATL/BTL campaigns**) ensuring **scientific integrity, medical accuracy** and regulatory compliance across all medical communications, supporting **cross-functional collaboration with Marketing and Sales teams**
- Led the **development and delivery of 4 scientific training programs** for **sales and marketing teams and other company employees** on **EBM, scientific literature analysis, product knowledge and medical messaging**, demonstrating strong medical capabilities and contributing to **improved team performance and HCP engagement**.

- **Organized and conducted trainings** for new hires as well as cyclic trainings **for the sales force due to the launch of new products**; attended **medical conferences to facilitate HCP engagement** and scientific exchange.
- **Led medical strategy execution** for successful **new products launches (Traumuscol, Levalergedd, Paramig Fast)**, providing **scientific support to Product Managers**, creating **promotional materials** and developing and providing **product-specific trainings for Sales Force**, thus **contributing to significant commercial success** - excellent sales growth rates through compliant, data-driven medical content.
- **Collaborated with Marketing, Regulatory, Sales and Business Development on cross-functional, strategic projects focusing on products lifecycle management, including Rx-to-OTC switches, regulatory positioning and launch strategies** for registration procedures, regulatory dossier due diligence and market access initiatives, **thus contributing to portfolio expansion and enhancement of brand equity** and compliance.
- Conducted **literature reviews, clinical data analysis, and medical due diligence** to inform **regulatory submissions and strategic business decisions**.
- **Co-created and provided scientific consultancy for the company's first-ever TV campaign** (for medicinal products Paramig and Paramig Junior), leveraging **advanced knowledge of pharmacokinetics, biopharmacy and drug formulation technology** supported by **comprehensive medical literature analysis** to ensure scientific credibility.
- **Spearheaded high-priority and innovative medical education initiative (*Genoptim Cannabis Hub*) for HCPs and patient education on medical cannabis therapy**, including **therapeutic indications, methods of administration** in regards to pharmacokinetics, and regulatory aspects.
- Demonstrated **proactive leadership in expanding Medical Department's strategic role** and identifying **cross-functional collaboration opportunities with Strategic Marketing** leading to engagement in new projects and activities.
- **Developed and implemented mentoring program for Medical Department intern**, expanding team competencies in **clinical trials, drug development, scientific methodology and EBM practices, biostatistics, pharmaceutical law and regulatory processes**, systematically introducing them to key aspects of the Medical Advisor role.
- Served as **primary contact for external medical queries (*Medical Information/Scientific Affairs*)**, building **relationships with KOLs** and facilitating knowledge exchange.
- Completed **workshops on presenting scientific data** in the form of multimedia presentations and **improving public speaking skills**, organized by an external expert as part of the company's employees development program.

JUNIOR MEDICAL ADVISOR

Pharmaceutical Production Company PPF Hasco-Lek S.A. | Warsaw | Sep 2021 - Jan 2023

Key areas of expertise: #Medical Market Analysis | #Portfolio Strategy | #HCP/Patient Education

- Provided **medical affairs management across multiple therapeutic areas** (gastroenterology, allergology, virology, dermatology) for brands like **Ulgix, Hascovir, Gastrobutin ISB and Deslodyna** across **Rx, OTC, medical devices, and dietary supplements**; conducted **EBM-driven medical support to link scientific rigor with business outcomes**.
- Conducted **systematic literature reviews, critical appraisal of clinical evidence and medical intelligence analysis** using **PubMed, Embase, Cochrane Library and other medical databases** and sources to support **evidence-based decision-making by synthesizing data** to inform **product development, medical strategy, and stakeholder communication**
- Performed **market and competitive intelligence analysis** using **PEX, IMS, and DataMonitor**, providing insights to **support product portfolio optimization, pipeline development, and strategic marketing initiatives**.
- Delivered comprehensive **medical support to cross-functional stakeholders, including Product Managers, Marketing, Business Development, and Strategic Marketing departments**, enhancing **cross-functional decision-making, scientific credibility and ensuring alignment between medical and strategic commercial goals**.
- Demonstrated strong **analytical capabilities in translating complex clinical and scientific data into actionable business insights**.
- **Advised marketing teams and contributed medical insights during new product development, launches, and regulatory procedures**, resulting in **optimized product positioning and compliance**.
- **Supported Business Development** by contributed to the **strategical projects initiatives for portfolio optimization and pipeline expansion** through evidence-based medical input.
- **Reviewed and approved or created internal** (for Medical Reps) **and external** (for patients and HCPs) **promotional/educational materials**, including both **above-the-line (ATL) mass campaigns and below-the-line (BTL) activities**, ensuring **scientific accuracy and quality in accordance with EBM principles and Pharmaceutical Law**; collaborated on **promotional/educational materials and trainings for HCPs**, ensuring scientific rigor and regulatory compliance.
- Attended **medical conferences representing company portfolio, enhancing scientific credibility and brand visibility, and maintaining therapeutic area expertise**.
- Organized **cyclic trainings for sales force on new product launches and EBM principles**; mentored new hires, **fostering cross-functional knowledge transfer in clinical problem-solving and stakeholder engagement**
- Delivered **expert guidance on medical information content, patient counseling strategies, safe pharmacotherapy practices, and drug interactions, promoting patient adherence and optimizing therapeutic outcomes, supporting both HCPs and patients**.

PHARMACIST

Various locations | Jan 2017 - present

Key areas of expertise: *#Patient-Centric Care* | *#Pharmacotherapy Optimization* | *EBM In Real World*

- Provided **expert, evidence-based patient counseling** on pharmacotherapy, drug interactions, and administration, **enhancing patient understanding and adherence.**
- **Applied Evidence-Based Medicine principles in daily practice** to select optimal pharmacotherapy, demonstrating **strong clinical problem-solving and medical communication skills.**

FREELANCE EDITOR/JOURNALIST (PART-TIME JOB)

Grupa farmacja.net | Warsaw | Feb 2021 - Sep 2021

Key areas of expertise: *#Medical Communications* | *#Scientific/Medical Content Creation*

- **Creating medical and scientific content** for patients and HCPs, publishing articles on a range of topics (pharmacotherapy, drug reviews, drug development, clinical trials, pharmaceutical market).
- **Developed expertise in scientific communication excellence and translation of complex medical information** into accessible formats for diverse audiences

MEDICAL SPECIALIST AT MEDICAL DEPARTMENT EMEA

Bausch Health Companies Inc. | Warsaw | Jun 2018 - August 2021

Key areas of expertise: *#Medical Strategy* | *#Regulatory Affairs* | *#Cross-Functional & International Collaboration*

The role involved **participation in the Medical Affairs department's operations, handling regional and international projects and supporting regional teams** across EU and non-EU markets (EMEA region) as **primary medical expert.**

- Provided **medical-scientific support and collaborated with cross-functional teams** (Marketing, Business Development, Regulatory Affairs) regarding **drug development and market expansion strategies.**
- **Authored and reviewed medical writing of medical parts of regulatory dossier** (eCTD Modules 2.4 and 2.5), ensuring **high-quality, compliant, and scientifically robust documentation.**
- Conducted **systematic literature reviews and scientific evidence synthesis** to evaluate **drug safety and efficacy profiles**, supporting **medical and regulatory decision-making, and risk management strategies.**
- **Delivered medical and clinical support to Regulatory Affairs** during MA procedures, **responding to health authority queries and coordinating dossier preparation.**
- Provided **strategic scientific consulting on drug development pathways, registration possibilities and legal bases** for products classification during MA procedures, **market access strategies, Rx-to-OTC switches, aligning medical insights with business objectives.**
- Prepared **due diligence reports on clinical and non-clinical sections of the regulatory dossier** for registration purposes.
- Evaluated **waivers from bioequivalence studies, advised on post-marketing changes** (scientifically supported **products' new indications**, created **content of Product Information** (SmPCs and PILs) and provided **medical reasoning for any changes**) to meet regulatory requirements and health authority feedback.
- Reviewed **promotional materials for scientific accuracy** and developed presentations and training programs **supporting marketing strategies.**
- Served as **Medical Information Officer**, delivering accurate, **EBM-based responses to HCPs and patients queries.**

SPECIALIST AT MEDICAL DEPARTMENT/DRUG DEVELOPMENT

SciencePharma | Warsaw | Feb 2017 - May 2018

Key areas of expertise: *#Regulatory Strategy* | *#Medical Writing* | *#Clinical Research*

- Supported **regional and international Medical Affairs operations across EU markets**, demonstrating versatility in diverse regulatory environments.
- Provided **medical writing for clinical and non-clinical overviews** (eCTD Modules 2.4 and 2.5), ensuring **scientific rigor and compliance with EMA guidelines.**
- Conducted **systematic literature reviews for assessing medicinal products' safety and efficacy.**
- Advised on **scientific and regulatory pathways for product lifecycle extension in drug development process.**
- Conducted **regulatory intelligence and registration feasibility assessments**, developing **market access strategies** and advising on **medicinal product legal classification.**
- Evaluated **bioequivalence study waivers and provided scientific rationale for post-marketing variations** (SmPC updates, Rx-to-OTC switches, indication extensions).
- Expanding knowledge of **pharmaceutical development, pharmaceutical law and EU regulations**; participating in training on **Good Clinical Practice, clinical trials monitoring, documentation, and regulatory updates**, particularly Regulation No. 536/2014.

CLINICAL DATA MANAGER

MSD Poland | Warsaw | Apr 2016 - Oct 2016

Key areas of expertise: *#Data Integrity* | *#Clinical Trial Compliance* | *#Cross-Functional & International Coordination*

- **Managed clinical trial data integrity in EDC systems**, executing **data review plans and SOPs compliance for global studies.**
- **Collaborated with cross-functional clinical teams** (CRAs, site staff, vendors) to resolve data discrepancies and ensure database quality prior to lock.
- Gained **therapeutic area expertise in oncology and diabetes**, contributing to **clinical development programs.**
- Demonstrated **attention to detail and strong analytical skills** in executing integrity checks and exception report analyses

EDUCATION HISTORY

KOZMINSKY UNIVERSITY - CONDUCTING AND MONITORING OF CLINICAL TRIALS (POSTGRADUATE STUDIES)

Strengthening and expanding theoretical and practical knowledge in the field of conducting and monitoring clinical trials. Specific topics of interest:

- International regulations concerning clinical trials.
- Clinical trials terminology.
- Statistics in clinical trials.
- Bioequivalence studies and clinical trials of biosimilars.
- Non-commercial clinical trials
- Documentation and quality in clinical trials.

UNIVERSITÉ DE LORRAINE, NANCY (FRANCE) | LABORATOIRE RÉACTIONS ET GÉNIE DE PROCÉDÉS

Scientific Stay - Research For Master's Thesis | Feb 2015 - Jun 2015

Field of studies: Nanotechnology
Master's Thesis: Reactive oxygen species generation from CuInS₂ quantum dots.

POZNAN UNIVERSITY OF MEDICAL SCIENCES | POZNAN

Pharmacy | The Master of Sciences of Pharmacy | Oct 2010 - Apr 2015

Achievements

- Graduated in Top 10% of pharmacy students.
- Four time winner of Chancellor's Scholarship for the best students of Poznan University of Medical Sciences.
- Finalist in scientific works contest during 8th National Congress of Young Pharmacy.

Memberships

- Polish Association for Good Clinical Practice (GCPpl).
- Scientific Circle of Pharmaceutical Technology.
- International Society of Pharmaceutical Engineering (ISPE).

Conferences

- Optymalizacja postaci leku: Nowe rozwiązania technologiczne w dążeniu do bezpiecznej farmakoterapii, Kraków, 25-26th April 2014. (Poster presented)
- 16th International Congress of Young Medical Scientists. Poznań, 19-21th May 2016 (Poster presented)

Publications

- Białowąs, Wojciech, et al. "Reactive oxygen species production by photoexcited (CuInS₂) x (ZnS) 1-x quantum dots and their phototoxicity towards Staphylococcus aureus bacteria." *Journal of Photochemistry and Photobiology A: Chemistry* 446 (2024): 115165. Impact Factor 4.1
- "Design and characteristics of gellan gum beads for modified release of meloxicam.", *Drug Development and Industrial Pharmacy*, 43(8), 2017.
- "Zastosowanie polimerów pH - wrażliwych w technologii farmaceutycznej (Application of pH-sensitive polymers in pharmaceutical technology)", *Farmacja Polska*, 9, 2014.

Projects

- Scientific grant "Półstałe żele polimerowe ze statymi nanocząstkami lipidowymi jako nowoczesne postacie leku do stosowania na skórę (Semi-solid, polymeric gels with solid lipid nanoparticles as modern transdermal dosage forms)" performed in Scientific Circle of Pharmaceutical Technology.

CERTIFICATES AND COURSES

- Training "Advertising of medicinal products - the latest insights and current trends", Medical Pro Events, 2020 (general and legal rules for advertising medicinal products addressed to the public and HCPs; content prohibited in advertising; review and discussion of legal authorities' judgments and verdicts on advertising; legal rules and pharmaceutical associations' codes of practice in organizing and financing promotional meetings with HCPs).
- Embase medical database training course, Elsevier, 2020 (general characteristic of Embase medical database, database interface, advance searches and queries creation).
- Training on medical information databases, Health Technology Assessment, HTA, 2019 (literature review rules and tips in Embase, PubMed, Cochrane; Evidence Based Medicine principles).
- Interactive workshop: Registration and Patients Information of medicinal products for advanced, Pharma Review, 2019 (The latest European guidelines and optimization of the registration process; the latest guidelines concerning Patients Information, workshops).
- Certified Clinical Data Manager (MSD), June 2016.
- Clinical Trials Monitoring Basics and Advanced (Soft Communication), November 2016 (ICH GCP guidelines, drug development process, clinical trials methodology and documentation, informed consent process, clinical trials monitoring, law regulations, feasibility and study start-up phase, quality control and assurance, audits and inspections, bioavailability and biosimilarity trials, pediatric clinical trials).
- Good Clinical Practises course (National Institute on Drug Abuse (NIDA)), November 2016.