



'Pharma Company of the Year'

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Winning Team:

Roche Products Ltd



The judges said:

"This company demonstrated a **strong team ethos** with a sense of mutual respect and trust. A team with a **pioneering and courageous spirit** who have successfully taken on high profile initiatives that are valued both locally and globally. Several clear examples of how the team have **applied innovation and challenged existing practices** were cited and the impact these have had for a wide range of stakeholders. They have shown how, via collaboration and application of learnings, they have **increased the visibility and the perceived value of the BI function** within the organisation. It is clear they are well prepared and hungry for the challenges on the road ahead."

Winning team's short summary of their entry:

The Strategic Insights and Analysis (SIA) team at Roche exists to drive effective decision-making through application of independent insight and analysis.

We value trust, expertise, a pioneering spirit and hold an independent view. Most importantly we work as a team in order to solve business problems and truly add value through insight and analysis.

The individuals in our team are recognized for leading business projects and are regarded as essential members of business teams at a local, European and Global level.

What do we do?

- SIA is leading a customer insight programme within Roche that will bring the customer's perspective into our business decisions.
- SIA is accountable for short and long-term forecasting for Roche's portfolio and brands.
- SIA integrates insights from primary and secondary market research to make business recommendations.

How do we achieve this?

- SIA aims to bring independent consultancy and forward-thinking challenge to business questions and to business teams.
- SIA will stay focused on solving problems and providing insights that truly add value.
- We will evolve by experimenting, learning, sharing and adapting.

In order to succeed, we believe strongly in working together as a team and by integrating outputs from the activities above we will shape and facilitate business decisions.