



IBSYS GROUP
PHARMA CONSULTING

CORPORATE BROCHURE

Regional consulting for pharmaceutical expansion, business development and commercial execution.

From regional opportunity to real commercial execution in LATAM, Central America and the Caribbean.

ibsysgroup.com

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WHO WE ARE

A consultancy with direct industry experience

IBSYS Group supports pharmaceutical, healthcare and related-business companies through processes where strategy needs to meet market reality.

Our work focuses on territorial expansion, business development, product introduction, distributor search, go-to-market, marketing, sales training and the strengthening of commercial teams.

We work with a regional, practical and specialized perspective, alongside companies that need to grow, enter new territories, launch products, select partners or strengthen their teams' capabilities.

Our purpose is to build commercial and strategic bridges between companies, products, markets, distributors and teams, so that regional opportunities become real, lasting operations.

THE PROBLEM WE SOLVE

From the intention to grow to a route that can be executed

An opportunity can look attractive in a presentation and become complex once it's time to implement it. Every market has its own rules, players, timelines and ways of operating.

That's why our work goes beyond identifying opportunities. We help evaluate, prioritize, structure and execute them with greater clarity.

We support companies that need to:

- Evaluate and prioritize new markets before committing resources.
- Introduce products or lines with a clear commercial narrative.
- Find and develop distributors with real capacity.
- Design a go-to-market that can actually be executed.
- Connect marketing, sales and channel with a focus on results.
- Strengthen commercial teams and leadership in demanding contexts.

MAIN SERVICES

Six fronts for growing in the region

01 Territorial expansion

Assessment, prioritization and development of new markets with commercial and operational criteria.

02 Product and line introduction

Portfolio assessment, prioritization and launch preparation.

03 Distributors and partnerships

Identification, evaluation and development of the right commercial partners.

04 Go-to-market

Commercial routes to move from analysis to execution.

05 Pharmaceutical marketing

Campaigns, positioning, loyalty, education and commercial support.

06 Training, coaching and mentoring

Development of industry teams and leaders.

MARKETS WE COVER

Experience and regional network in complex markets

We focus on LATAM, Central America, the Caribbean, the English and Dutch Caribbean islands, Barbados and the Bahamas. Each market has its own commercial, regulatory, logistical and competitive logic.

- Mexico
- Central America
- Hispanic Caribbean
- English Caribbean
- Dutch Caribbean
- Barbados
- Bahamas
- South America



ELAN® METHODOLOGY

From opportunity to execution

ELAN® is our proprietary methodology. It combines market knowledge, strategic inspiration and effective action to turn challenges into opportunities and concrete results.



Essence

We explore the market and uncover the key opportunities that become the foundation of every strategy.



Light

We spark the ideas, aligning the client's purpose with market insight.



Aim

We map out a strategic plan to guide every step toward the client's specific objectives.



Nucleus

We execute with precision and assess impact, securing concrete results and lessons for the future.

Opportunity matrix

We define an opportunity matrix that lets us identify and evaluate different business options, validating the capacity to manage them efficiently. This protects resources, reduces risk and timelines, and lets us prioritize the projects with the greatest potential.

EXPERIENCE AND CREDENTIALS

Track record, regional network and practical knowledge

Over the course of its track record, the firm and its partners have worked with companies, teams and projects linked to pharmaceutical products, generics, OTC, nutrition, medical devices, health services and regional development. In many cases confidentiality prevents us from disclosing names, but we can share the types of projects and relevant lessons learned.

Types of experience:

- Opening of regional markets.
- Distributor evaluation.
- Introduction of pharmaceutical products.
- Development of opportunities in the Caribbean and Central America.
- Design of go-to-market strategies.
- Marketing and promotion programs.
- Training of commercial teams.
- Executive mentoring and coaching for leaders.

ROBERTO GOTI

The experience behind the judgment

Roberto Goti stands alongside IBSYS Group as a visible strategic partner, with more than 30 years of experience in the pharmaceutical industry, business development, consulting, commercial leadership and regional expansion.

His involvement gives visibility to the experience behind the work. In complex industries, trust is built on track record, sound judgment and contextual awareness.

He is also a certified executive coach, mentor and pioneer of the Syntropic Leadership school, an approach that proposes achieving results without depleting the energy that makes them possible.



TYPES OF COMPANIES WE SUPPORT

Pharmaceutical industry, healthcare and related businesses

- Pharmaceutical laboratories and generics companies.
- OTC and over-the-counter medicine companies.
- Medical device companies.
- Supplement and nutrition companies.
- Regional distributors and commercial partners.
- Healthcare organizations and services.
- Consulting firms and strategic allies.

Our values

Inclusion

We believe in the richness of diversity.

Excellence

The highest standards of quality and creativity.

Commitment to health

Improving quality of life and wellbeing.



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HOW TO START A CONVERSATION

Let's talk about your next regional opportunity.

Tell us what market, product, line or commercial challenge you want to develop. We'll get back to you with an initial read so we can set up a strategic conversation.

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