

## Andrea Fortuna

Partner - Consulting

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Andrea is the Italian PwC Pharmaceuticals and Life Sciences Consulting Leader, with more than **20 years of experience** in Management consulting and Corporate finance with special focus on the Healthcare, Pharmaceuticals and Life Sciences industry.

Along his career, Andrea has led **large and complex transformation programs from strategy to execution** for public organizations and private companies, focusing on strategy, corporate finance, organization, operations, cost reduction and performance improvement, IT and digital transformation. He has gained extensive experience in strategy development & implementation, market analysis, strategic and business planning, market access strategy and Post deals services.

He has unique knowledge and experience in the **Italian Healthcare**, **Pharmaceuticals & Life Science regulatory environment**, dynamics of the marketplace and strong relationships with central and regional key healthcare authorities. His current and former clients cover all the institutional level of Italian Healthcare System (Ministry of Health, Regional Healthcare Systems, Health Agencies, public and private hospitals, local payers), health insurance companies and primary international Biopharma and Medical devices Cos.

He is a member of the **PwC Healthcare Global Leadership team** and the **PwC Pharmaceuticals and Life Sciences Global Leadership team** and he represents PwC at key industry events.

Teacher in Masters on "Healthcare management", "Healthcare, Pharma and Biomed" and "Pharma marketing"—Il Sole 24 ore Business School. Andrea graduated in Business Administration at Bocconi University (Milan).