

Bausch Health Poland sp. z o.o.
(poprzednio Valeant Pharma Poland sp. z o.o.)

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Warsaw, June 26th, 2024

Letter of recommendation

Bausch Health Companies Inc. is a global, diversified pharmaceutical company that develops, manufactures and markets a broad range of branded and generic pharmaceuticals, and OTC products in more than 90 countries and regions, including the United States, Canada, Europe, the Middle East, Africa, Asia Pacific and Latin America.

In 2023-2024 the Marketing Academy program was designed and conducted for Bausch Health's marketing professionals by questus. The program was preceded by the diagnosis of development needs and market specification that provided a baseline for program design to match Bausch Health's expectations and Participants' daily challenges. The aim of the program was to expand the knowledge and competencies of managers at various levels of the marketing departments and geographic markets to manage activities on the pharmaceutical market effectively.

The designed training sessions and workshops were based on the international standards of the globally recognized institute - the Chartered Institute of Marketing and comprised the following topics: market strategy, brand strategy & management, value proposition design, marketing innovation & new product development, marketing operations & measurements and trends on the pharmaceutical market.

The Marketing Academy program was held in the international community in two groups including Participants from Poland, Serbia, Slovakia, Czech Republic, Slovenia, Hungary, Bulgaria, Ukraine, Russia and Kazakhstan. The workshops were held in five consecutive locations - Warsaw (Poland), Belgrade (Serbia), Budapest (Hungary), Opatija (Croatia) and online.

Not only did the program meet our expectations regarding knowledge enhancement but also provided a platform for cooperation between participants operating in different geographic markets daily. The cooperation was smooth and efficient and questus provided the expected care and flexibility both in terms of the program's content and delivery methods, as well as in organizational matters.

We are pleased to recommend questus as a reliable business partner and a competent training and consulting provider.

Katarzyna Zadroga-Górzny
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