



**IMI**  
Consulting GmbH

WE MAXIMIZE ASSETS IN LIFE SCIENCES  
BUSINESS DEVELOPMENT/LICENSING · MERGERS & ACQUISITIONS

# WE OPEN DOORS AND CLOSE TRANSACTIONS IN LIFE SCIENCES.



„The Magic Doors“  
by Elisabeth Frolet of Rome  
as exhibited in the Marimura Art  
Museum in Japan, 1990



BD/LICENSING  
MERGERS & ACQUISITIONS



STRATEGY  
DEVELOPMENT



GLOBAL  
MARKETING

## About us

IMI Consulting GmbH, founded in 1991, is Europe's premier network-based transaction advisory agency specialized in the life sciences (pharmaceuticals, biotechnology, etc.).



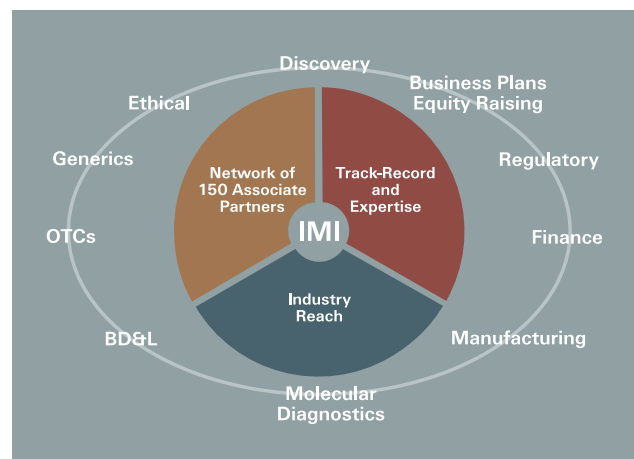
Our vision has been constant: providing high-caliber experienced advice to support the life science industry in all asset creation

roles such as acquisitions, licensing, business development, strategy development and local and global marketing.

IMI uses proprietary methodologies for: forecasting, financial and market analysis, business intelligence, deal valuation, benchmarking and negotiations. It creates custom-made solutions for its Clients. IMI's strengths are in asset-creation and asset-management. For this, IMI delivers all components of the pharmaceutical value-chain into Europe, North America and Japan. Its expertise covers the full life science spectrum from genomics, small-to-large molecules, diagnostics, OTCs and nutritional.

## IMI's Associate Partners

IMI's vast network of highly-qualified, former industry executives (many who are on supervisory boards of prestigious companies) is capable of meeting both the therapeutic and geographic requirements of our Clients. Our 150+ Associate Partner Network (50+ with PhDs) service our Clients in more than 8 languages. We provide experts in Anti-infectives, Anti-virals, CNS, Cardiovascular, GI, Genito-urinary, HRT, Metabolic, Oncology, Respiratory, Dermatology, Vaccines, Biotech (discovery technologies of all types), Generics, Drug Delivery and Diagnostics, etc.



# *Factors for your success*

## **Business Development/ Licensing – Mergers & Acquisitions**

- Technology and Product Positioning Optimization
- Business Intelligence
- Financial Assessments
- Forecasting/Valuation
- Profit Optimization Concepts
- Due Diligences
- Product and Company Deal Benchmarking
- “Win-Win” Deal Structure Designs/Term-Sheets
- Negotiation and Mediation
- Searching/finding products/technologies/companies
- Industry Corporate-level Contacts

## **Strategy Development**

- Asset Management/Restructuring (product portfolio management), and Focusing Strategies
- Asset Identification and Calibration
- Business Realignment Strategies

- Vertical and Horizontal Integration Strategies
- Profit-Improvement Strategies (new therapeutic sectors and operational improvement changes)
- Strategic Planning (process design and implementation)
- Business Intelligence (Quantitative and Qualitative Market/Marketing Research)

## **Global Marketing**

Optimization of the Marketing Mix and clear precise marketing strategies create incremental profits.

- The Entire Strategic Marketing Process (SMAP)
- Pricing and Reimbursement Strategies
- Product Life-Cycle Management
- Promotional Budget Optimization
- Market and Portfolio Management
- Sales Force Optimization (fostering collaborative agreements, i.e. co-promotion/co-marketing)
- Positioning and Launch Strategies (product, company, brands)
- Overall Cost Management Optimization
- Business and Market Intelligence (Quantitative and Qualitative Market/ Marketing Research)





## Managing Director

Mariana Brea-Krüger, MBA, Managing Director, is Founder and Principal of IMI Consulting GmbH and brings the following experience, credentials and memberships:

- Ca. 20 years of successful Client transactions, consulting and leadership within the IMI Partner Network
- Is member of the following organizations: LES, Rotary Club, Swiss PLG, PLC Germany, etc.
- Holds an MBA degree from the Kelley School of Business in Bloomington, Indiana, and conducts business in 6 languages
- Has personally selected all 150+ Members of the IMI Consulting Network

### **Prior to IMI, she was:**

- Management Board Member of Rhône-Poulenc Rorer (Sanofi-Aventis) Germany, both as Vice President Corporate Development and High-Tech Division Head
- S.B.U. Director of Central Europe and Scandinavia for a Division of Schering-Plough

- Corporate-level Director of Business Development, Abbott International (N.Chicago)
- McKinsey & Co. Consultant having focused on strategic development (Düsseldorf, Paris, New York, and London)





Contact us!

represented by Mariana Brea-Krüger, Managing Director

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Disclaimer: All information and statements in this brochure have been thoroughly investigated and checked by IMI Consulting GmbH. However, a liability or guarantee for timeliness, correctness and sufficiency of the available data and information is excluded.

**IMI Consulting GmbH**

**International Management Implementation in Life Sciences**

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