

European Pricing & Market Strategy Expert

Maria Tamayo



With 15+ years advising pharmaceutical clients on healthcare policy, forecasting, and value strategy, Maria brings value to her clients by conducting payer research, evidence generation, and analysis of the market/competitor environment.

Over her career, Maria has developed a network of European payers and stakeholders whose insights are invaluable for her clients who are trying to achieve market access in complex markets. Her strategic approach involves applying her expertise in law, international business, and health policy to analyze market access opportunities at national, regional, and local levels.

With experience in pricing and market access strategy combined with an international background and the ability to speak 5 languages (Spanish, Italian, Portuguese, French, and English), Maria's expertise and insight are valuable to any team seeking optimal reimbursement in European markets.

Tell us about your area of expertise?

"I'm a fully qualified lawyer, with a master's degree in international business. I undertook a graduate program with a pharma-focused consulting team after my studies, and have stayed in the industry ever since. I'm particularly interested in health policy—possibly from my law background—and have strong expertise in stakeholder engagement."

What's been the highlight of your career so far?

"Projects involving the voice of the patient truly touch me. Understanding how patients' lives improve through drug innovation is worth all the effort we put into understanding how best to make drugs accessible to patients."

In your expert opinion, what is the greatest obstacle to market access in the current environment, and what advice would you give clients to overcome it?

"An increasing challenge for drug manufacturers is budget constraints within public funding. New pricing models are providing pharmaceutical companies with flexible agreements that not only benefit both manufacturers and payers but can also speed up time to market. This is particularly relevant for highly innovative, high-cost products that can save lives."

"I would advise companies to be open during P&R negotiations, move away from the traditional dialogue and work with decision-makers to develop products that truly cover unmet needs and offer value to patients. Engage as early as possible so that Market Access strategy and R&D are both aligned during drug development."

Is there something new in the field that you're really excited about?

"I'm very excited about new payment models and the increasing use of real-world evidence to substantiate value claims for innovative therapies. I'm always intrigued by the different aspects of healthcare policy and I love following new regulatory and policy developments that are innovative and facilitate patient access to new therapies. There are hot discussions in Europe to align Health Technology Evaluation across markets. While being a complex undertaking, this can truly change the market access pathway for future drugs and speed up time to market for the benefit of patients."

Learn more about MARIA TAMAYO at www.stratenym.com/maria-tamayo

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