

Luis Fernando Cifuentes, M.D.

Global Medical Affairs Executive | Physician | R&D | Medical Strategy
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Executive Profile

Executive physician with 28 years of experience transforming medical affairs organizations into strategic business partners. Extensive expertise leading regional scientific strategy, clinical research, digital health innovation, evidence generation and cross-functional teams throughout Latin America. Recognized internationally for innovation, medical education and healthcare transformation.

Career Experience

- Wonderfeel: Director of R&D. Lead longevity and translational research.
- Mundipharma: Medical director LATAM. Aligned the scientific evidence with compliance and commercial priorities in five therapeutic areas: asthma, oncology, cancer pain, glaucoma, and palliative Care.
- Boston Scientific: Medical director Andean Region. Established telemedicine initiatives and led six published clinical studies in medical devices.
- Baxter: Medical director Colombia. Built medical affairs and integrated market access.
- UCB: Leader Medical Area Andean Region. Standardized regional medical affairs and launched strategies for neurology and immunology portfolios.
- Grünenthal: Medical Manager Colombia. Introduced Problem-Based Learning methodologies and developed the foundations for Market Access in areas such as pain management, respiratory medicine, and women's health.

Skills

Medical Affairs Leadership; Clinical Development; Medical Governance; Scientific Strategy; Market Access; Commercial Excellence; Healthcare Innovation, and Critical Thinking.

Awards

Medical Affairs Excellence Award; Best Employee Latin America, and Innovation Award.

Publications

Author of 30 peer-reviewed scientific publications in pharmacology, pain management, telemedicine, and medical education. Author of 2 scientific educational books.

Patent

Farmapolio.

Education

M.D.; PGDip Clinical Pharmacology; Specialist in Strategic Management, and M.Sc. Health Informatics.