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The future of pharmaceutical biotechnology with the Industry 4.0: Managing new technologies, teams and reaching customers from baby boomers to the i-generation

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The use of tools like Artificial Intelligence (AI), robotics, mobile devices, cloud computing, big data analysis, internet of things and others, are already changing the way we do basic research, products development, innovation, promote sales, perform medical diagnostics, advice treatments and purchase medicines. The world is changing faster day after day. The increase of life expectancy is creating a bigger mix of generations in the work force and consumer habits. Professionals of today, may drastically be reduced or even no longer exist in less than 20 years including scientists, medical doctors, sales personnel, lawyers, being substituted by new hardware and software technologies or new types of professionals. Pharmaceutical and other areas of biotechnology in all of its' production chains, from basic research to reaching their customers, will and is already being highly affected. On the way to reaching customers and making profits, is the challenge of managing teams from different generations, with a different way of doing things, and making them be challenged, interested, productive. The Industry 4.0 should not be seen only with on the technology point of view, but with the whole system involved that will be definitive to the survival of companies, no matter how big they are today. A start up may be able to knock down a super pharma becoming a big hit in just 10 years with innovative technologies and products. Being open and prepared in advance for these changes is key to survive the future not so yet to come. The use of the new technologies becoming more available daily, shall increase results for new products and treatments, as much as reduce general costs from research to production, distribution, marketing and sales. Management shall be the key. Manage the use and the application of technologies and they profile of personnel. Each generation has a different way of seeing things, learning, doing, purchasing and the companies must be prepared from now. Prepare for adaption from now, or perish.

Biography

Wilker Ribeiro Filho is a Biologist, PhD in Medical Science, specialist in pharmaceutical technology and MBA in Business Management. He has experience in public policies for industrial development of the biotech industry, project's management, businesses evaluation and management, innovation, building and managing triple helix teams with technical and C level participants. With the experience from lab tests to higher level management, he has interest in relearning things from bottom and up. Innovative, brings and forms new views and ideas when gathering old information with new ones, some yet to come, to improve competitiveness and results for partners, companies and other stake holders.

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