



MCA Awards 2018 Finalist

Strategy Consultant of the Year

Thalita Marinho, PwC

Thalita's intellectual curiosity, work ethic and passion for strategy have created significant value to PwC, our clients and our colleagues. She has broad expert knowledge across the pharma value chain. She has significant experience helping clients address their most pressing strategic challenges (e.g. pricing, market access, growth strategy, tendering and patient engagement).

In particular, there are two projects Thalita's worked on that have made a real difference for very different reasons: one focuses on the client and the other more on the patient, but both were equally fascinating and the benefits of both will be felt for years to come. For the patients, they now have improved access to medicines and support services that can have a positive impact on their lives; and for the clients, they have helped to build trust with local stakeholders, modifying their pricing policy yet still achieving their financial goals.

On a personal level, Thalita is motivated to do well and to help others do well. Success for her is not just about what she delivers for clients, it's also about what she delivers for her team, and what she does to make the profession more accessible to all. As someone who has personally faced the challenge of combining a young family life with a vibrant, fulfilling consulting career, she's committed to providing support and guidance to new working mothers and father, and takes every opportunity to help her colleagues make it work