

INTERVIEW WITH FGI LIFE SCIENCES, SL

FGI Life Sciences, SL (known as Fenix Group International, LLC, “FENIX”, outside of Spain) is a global firm providing strategic and management consulting services to life sciences companies.

With strong analytical capabilities, a deep understanding of the industry, knowledge management to prevent information overload, and impactful decision-making support, FENIX provides step-by-step services individualized for each client’s needs and phase of development. There are three recurring problems with monitoring today’s life sciences industry market: information overload, market intelligence quickly becoming obsolete, and stakeholder misalignment.

FENIX offers customized services to the life sciences industry to address these common challenges.

By utilizing its extensive industry network and expertise in high-growth specialized and chronic disease states, FENIX provides thought leadership in the therapeutic areas of Cardiology, Metabolism, Endocrinology, Oncology, Neurology, Nephrology, Infectious Diseases, and Rare Diseases.

Designed as an agile, modern firm to position clients to succeed beyond the slide, FENIX has its own in-house engineering team specifically contextualized for the life sciences industry.

Jody Maryniak is Head of Business Operations at FENIX (www.fenix.group):

- **How did this consulting firm come about and what is its mission?**
FENIX was started in October 2015 in the Greater Philadelphia area of the United States. Our mission was to provide “Great.Client.Work.” in an industry that changes rapidly, and that remains our core philosophy and mission to this day. We opened our entity in Barcelona in September 2017 and haven’t stopped growing our team and capabilities since! We are passionate about the life sciences industry and are constantly striving to put our pharmaceutical and biotechnology clients in a position to succeed.
- **Where do you work in Spain? How many countries does FENIX services reach in the area of biological sciences?**
Our office in Spain is in the heart of Barcelona, in the Eixample district. Barcelona is a wonderful city, and we’re grateful to be growing our team here. FENIX works with clients on a global scale and currently has clients across the USA, Europe, and Japan.
- **FENIX offers contextualized market insights according to the needs of each client, helping structure unstructured data. What market changes has consulting experienced in this area recently?**
In the life sciences space that we serve, there’s an ever-growing need to use data to inform decision-making and validate a course of action before committing to it. The market continues to evolve at a rapid pace, meaning that it is easy for clients to experience information overload. We work to curate and synthesize relevant information as close to real-time as possible, so clients can make the best decisions with their internal teams. COVID-19 has not slowed down the industry; in fact it has

had the opposite effect of inspiring more innovations and new opportunities to advance human health.

- **What does it mean to have thought leadership in the life sciences industry? What does a life science company need to be innovative?**

We think of thought leadership as the ability to anticipate market moves in each therapy area, as well as having a deep understanding of the history and potential impact of any changes in that therapy area. Being a thought leader in a therapy area also means having deep network connections with the relevant key opinion leaders and industry members of that space.

Life sciences companies need to stay at the forefront of change and innovation by leveraging digital skills and capabilities. Use of innovative technology methods and platforms to provide context and understand the relevant industry happenings help our clients make better, more informed decisions. For example, we demonstrate our thought leadership every day in the cell therapy space with our Celltelligence platform (www.celltelligence.com)

- **You have an in-house technology team, called FENIX Labs. What is the demand for this service and what other solutions does it include?**

FENIX is unique in its capabilities to provide in-house development and customization of technology platforms to meet our life sciences clients' needs. There is a distinct belief at FENIX that market insights consulting firms who do not have a technology offering will eventually become obsolete. FENIX was designed as a technology-focused firm from the very beginning. This allows us to bring customized possibilities to clients. Our decision to have an in-house software engineering team, deliberately contextualized to the life sciences industry, has been validated multiple times over.

In everything that we do for our clients, we keep data protection and security in the forefront of our minds. Not only is it a priority of ours, it is a priority of our clients as well. By having an in-house team, we can carefully review any client needs and concerns and customize any offerings needed to meet an individual client's requests.

- **In Spain, health professionals say that it is necessary to improve the care of chronic diseases, including rare diseases. Do we need to develop better treatments or better prevention?**

Prevention of chronic disease is always the best option when possible; but in the case of rare disease, effective symptom management and quality of life improvements are also important to patients. The industry increasingly devotes resources to rare diseases, and we are encouraged by this. For example, we're excited about some of the newly approved cell therapy treatments for blood cancers that use the patient's own cells to manufacture the therapy. This has been a fantastic scientific advancement. To support these efforts, however, continued government and venture capital resources for research will be needed since it takes time to develop treatments and then demonstrate reliability and results to an objective, scientific standard. It is vitally important for a portion of the industry's R&D resources to be directed toward rare diseases. To that end, the industry incentives from governments and global regulatory bodies continue to push new scientific frontiers for rare disease.