

Biagio Oppi

Director, External Communications • Public Affairs • Corporate Reputation

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PROFESSIONAL SUMMARY

Biagio Oppi is a seasoned public affairs and corporate communications leader with 25 years of overall experience and 15 years dedicated to the healthcare, pharmaceuticals, biotechnology, and medical devices sectors. He possesses extensive expertise in product communication, corporate reputation management, crisis and issue management, patient advocacy, media relations, and institutional engagement.

Throughout his career, Biagio has consistently supported business and marketing efforts across all therapeutic areas and at every stage of the product life cycle, collaborating closely with Pricing & Reimbursement (P&R), market access, and medical affairs teams.

He maintains a robust first-level network that includes journalists beyond the healthcare sector, opinion makers, influencers, media stakeholders, think tanks, political influents, fact checkers, and public communicators. He has a strong capacity to analyze the institutional environment and build strategic relationships within the political, institutional, patient, and healthcare arenas.

Key Achievements

- ✓ Strengthened corporate reputation across multiple organizations, contributing to improved stakeholder trust and enhanced institutional positioning. Demonstrated results include year-over-year improvements in reputation and trust measurement KPIs.
- ✓ Successfully launched several products—including six in 2025 alone—across various therapeutic areas, achieving outstanding outcomes such as coverage and endorsement from top-tier media and substantial exposure in trade media.
- ✓ Led crisis and issue management programs during major corporate transitions, integrations, and external events. These efforts effectively averted media crises and proactively limited press coverage of potential issues.
- ✓ Implemented high-impact patient advocacy and public affairs initiatives, supporting improved access and policy engagement. Notable case histories include ADIREILVERO, Fibromyalgia to LEA, ATLAS for SBS, Rare Disease Hackathon, the Charter of Rights of Hemophilia Patients, and CodiceViola (pancreatic cancer coalition).
- ✓ Enhanced executive visibility programs at both national and international levels within the pharmaceutical and biotechnology industries.

PROFESSIONAL EXPERIENCE

Pfizer Italia — Director, External Communications (Sep 2022 – Feb 2026)

- Led all external communications activities for Italy, reporting to the International Communications Head.
- Oversaw corporate reputation, media relations, digital communication, ESG/CSR projects, and product communication.
- Managed a team of four senior professionals; member of the BIG 5 Cluster Corporate Affairs LT.

Alfasigma — Global Director, Corporate Communications & External Affairs (2019 – 2022)

- Directed global internal communication, external affairs, institutional relations, patient advocacy, and corporate reputation programs.
- Strengthened corporate brand positioning nationally and internationally.

Shire (now Takeda) — Ass. Director, Public Affairs & Comms, Italy Greece (2016 – 2019)

- Led internal and external communication, media relations, executive visibility, and corporate identity.
- Managed public affairs and lobbying, including government and institutional engagement and trade association representation.
- Developed patient advocacy initiatives in partnership with patient organizations.
- Supported communication across multiple rare disease therapeutic areas.

Baxalta — Senior Communications Lead, Italy, Spain, Portugal & Greece (2015 – 2016)

- Responsible for all internal and external communications for Baxalta (Baxter spin-off focused on rare diseases).
- Managed executive communication, employee engagement, manufacturing communication, and crisis management.
- Led media relations, public affairs, patient advocacy, and product/marketing communication.

Gambro (now Baxter) — Manager, Public Relations & Communications, Italy (2011 – 2015)

- Managed internal and external communication during restructuring, the 2012 earthquake, and integration into Baxter (2013-14).
- Intranet, newsletters, employee engagement, and leadership communication.
- Coordinated media relations, stakeholder management, institutional relations, and crisis communication.

Mito Group — Advisor & Project Manager, Marketing, PR & Communication (2004 – 2011)

- Led PR, communication, CSR reporting, crisis management, and stakeholder relations for clients in healthcare, motorsport, and tourism.
- International PR manager for Motorsport ExpoTech; managed media relations across EU, USA, and Asia.
- Managed PR for Overland Paris–Beijing (RAI documentary series).

Other Roles

- PR Consultant, REDIPANE Bakery-Café (2006–2010)
- PR & Marketing Consultant, Safwood Spa (2008)
- Journalist, Affari Italiani (2005–2007)
- Web Editor, Stradanove (2000–2005)

EDUCATION & TRAINING

- ✓ Executive Master in Leadership & Business Transformation — ISTUD (2020–2021)
- ✓ Executive Master in Public Relations & Business Communication — IULM/FERPI/ASSOREL (2005)
- ✓ Master of Arts in Communication Sciences — University of Bologna (1995–2004)

ACADEMIC ROLES

Adjunct Professor, University of Bologna (since 2016)

- Corporate Communication (BA)
- English for Business Communication (MA — COMPASS)

PROFESSIONAL AFFILIATIONS

- FERPI Member (since 2011) — International Relations Delegate; Emilia-Romagna Chapter; contributor to Ferpi Magazine
- Former Board Delegate at Large, Global Alliance for Public Relations and Communication Management (2013–2015)

PUBLICATIONS (Selected)

- Rebuilding a Company, a Reputation, a Community — Cambridge University Press (2015)
- Disastri Naturali. Una Comunicazione Responsabile? – Bononia University Press (2016, 2017)
- Carta di Rieti: 9 Principles for Responsible Communication in Natural Disasters – Bononia University Press (2019)

ADDITIONAL INFORMATION

- Interests: cultural geography, golf, skiing, reading, writing
- Italian driving licence, category B
- FERPI Public Relations Professional — Member n. 1829