



ADELA FARRÉ

BUSINESS
COMMUNICATION
SPECIALIST

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SKILLS

Social media strategy
Marketing
Web development
Blogging
Creative writing
Team leadership
Project management
English, French
International experience
Creative problem solving



PROFILE

Expert in designing and implementing successful communication and marketing strategies. Specialized in life sciences sector, I make that companies and non-profit organizations achieve their marketing goals and establish profitable relations with their stakeholders.



EXPERIENCE

FOUNDER & DIRECTOR

BIOBIZ STRATEGY & COMMUNICATIONS | FROM SEP 2016

- Entrepreneurial project specialized in life sciences
- Communication and marketing strategies and services for scientific institutions and biotech companies

DIRECTOR OF COMMUNICATION, MARKETING & PROMOTION

BARCELONA SCIENCE PARK | FEB 2015 - APR 2016

- Implementation of a new Services Portal for tenants
- New social media and Internet strategy
- 10 new companies settled in the Park

DIRECTOR OF COMMUNICATION AND INSTITUTIONAL RELATIONS

BIOCAT | SET 2009 - JAN 2015

- Organization and attraction of international events
- Editor and author of Biocat Report
- 300% growth of website and social media engagement

HEAD OF CORPORATE IDENTITY AND IMAGE AREA

OXFAM INTERMON | MAR 2007 - JUL 2009

- Direction of advertising campaigns (TV, radio, press)
- Implementarion of new Oxfam International Brand Book

MEDIA & INTERNET MANAGER

OXFAM INTERMON | APR 1995 - JAN 2006

- Leadership of international campaigns and OI humanitarian aid operations media work



EDUCATION

DIPLOMA IN STRATEGIC DIRECTION OF COMMUNICATION

ESADE - EXECUTIVE EDUCATION | 2008

MASTER DEGREE IN COMMUNICATION SCIENCES

UNIVERSITAT AUTÒNOMA DE BARCELONA | 1994 - 1995

DIPLOMA IN MANAGEMENT OF CULTURAL ORGANIZATIONS

UNIVERSITAT DE BARCELONA | 1992 - 19933

BACHELOR OF JOURNALISM

U. AUTÒNOMA DE BARCELONA | 1980 - 1984 / 1988 - 1989

CLIENTS BIOBIZ S&C

asebio


Fira Barcelona

 EXPOQUIMIA
Encuentro Internacional
de la Química

 BIST
Barcelona Institute of
Science and Technology

 bioga | CLUSTER TECNOLÓGICO EMPRESARIAL
DAS CIÊNCIAS DA VIDA

 ESTRATEGA

 USC
UNIVERSIDADE
DE SANTIAGO
DE COMPOSTELA

ALTA
LIFE SCIENCES

PREVIOUS EXPERIENCES

 U
B
Parc Científic
de Barcelona

 biocat

 Intermón
Oxfam

STRATEGIC PLANNING

- Barcelona Institute of Science & Technology (BIST)
- Asociación Española de Bioempresas (Asebio)

CORPORATE IDENTITY & ADVERTISING

- **Minoryx:** Corporate presentation (2017)
- **Stratega:** Clinical Research on NaNomedicine (CRONN) brochure (2016)
- **Barcelona Science Park:** implementation of a new graphic style; review and reedition of all marketing materials (brochures, presentations...) - 2015
- Direction and implementation of a new **Biocat** Brand Book (Firma) - 2010
- **Intermon Oxfam:** creation of a new a new style ad campaigns for humanitarian aid - 2007
- **Intermon Oxfam:** coordination of ad campaigns: Christmas 2007; Christmas 2008; launch of a new fair trade coffee brand (2007); Un Dia para la Esperanza 2007, 2008 and 2009 (TV, radio and press media)

INTERNET & SOCIAL MEDIA

- **Minoryx:** New company website (2017)
- **Alta Life Sciences:** New company website (2016)
- **Barcelona Science Park:** implementation of a new Services Portal for PCB Community; new social media strategy (200% more followers in one year); creation of a monthly digital newsletter (2015)
- **Biocat:** new website launched in December 2009 (from 5,000 to 20,000 monthly visits in 3 years); creation of websites for programs (Moebio, B-Debate, Biocapsules), products (Annual Report) and events (Forum Biocat)
- **Intermón Oxfam:** complete website redesign in 2005; more than 1.5 million visits a year (60,000 users/month)

INTERNATIONAL EVENTS

- **Industrial Biotech by Expoquimia:** conceptualization and coordination of a new partnering event (October 2017)
- **BIST Founding Conference:** international scientific event (March 2017)
- **Forum Biocat:** posters exhibition; round tables; international speakers; and partnering activities for more than 500 players of biotech sector (2009, 2010, 2011)
- **BioEurope Spring:** along with international agency EBD, we organize 2010 and 2013 editions in Barcelona; more than 2,000 delegates from 1,300 companies, 50 countries, 56 exhibitors

KNOWLEDGE MANAGEMENT & PUBLICATIONS

- **Bioga 2015 Report:** researcher and writer (2016)
- **Biocat Report:** 2015 - author of Chapter 2 (analysis of BioRegion); 2013 - managing editor and main author; 2011 and 2009 - editor
- **Directory Biocat:** completely reclassified in 2011; from 800 registers in 2010 to 1,500 from in 2015
- See complete bibliography