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THE FORUM FOR THE INDUSTRY EXECUTIVE

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Inspiring People

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**RED JACKET AWARDS**





# PETE MARCHESINI

## Thinking Big and Getting It Done

Through strong leadership, Pete Marchesini has helped build a company that is regarded as a true partner to its clients. As chief operating officer of the contract sales organization Alamo Pharma Services, Mr. Marchesini is building teams that embody trust, accountability, and spirit.

When Alamo was founded in 2011, Mr. Marchesini along with Terry Herring (2017 Red Jacket honoree) identified talented individuals to join the organization, taking into consideration each person's strengths, varied professional backgrounds, what motivates them, their intrinsic values, and their commitment to success.

As Alamo continues to develop and grow, Mr. Marchesini has fostered a company energy that is based on brainstorming sessions where teams decide what the next steps to success will be. He consistently challenges colleagues to look back and self-assess what the company should continue to do, stop doing, and start doing. He also inspires his company leaders to always look for the greatest return on their clients' investment.

Taking Alamo Pharma Services from an idea to a successful company is a career highlight for Mr. Marchesini.

He credits his time at inVentiv Health from 2002 to 2010 as a defining period, which required prioritization of initiatives while still being a service organization. He and his colleagues were part of a monumental evolution of a company, which was growing rapidly through acquisitions and organic growth.

"I learned much of what I know about this industry from a group of individuals that built the company, and ultimately have moved on to find that entrepreneurial spirit again," he says.

His goal is to build Alamo to the right size, ensuring it has the revenue it needs, the profits desired, the customers he and his colleagues love, and the people they want to work with each day.

He would like to be remembered as someone who built up people and companies.

Mr. Marchesini inspires by helping individuals see their strengths and positioning them to be successful. He works beside his colleagues whenever possible. He is motivated by the need to exceed the expectations of his senior leadership and above all his customers. And he is driven by the need for better answers to address challenges related to people, processes, time, and budget.

### CREATIVE. REAL.



Pete Marchesini's mindset is focused on meeting the needs of customers' businesses.

*Driven to collaborate by*  
**NECESSITY  
AND FOCUS**

Customer service is paramount in Mr. Marchesini's view, and he says expectations are being set from outside the industry, driven by the speed that people are able to get the answers they need in their personal life.

Products and businesses such as Alexa, Siri, and Amazon have set the bar high in terms of what a timely response is in the mind of a customer.

Clients say Mr. Marchesini has built a company that acts as a partner in every way. He asks questions, listens, and always has suggestions ready during calls and meetings. He thinks big and delivers bigger.

As issues and challenges come up, Mr. Marchesini is always finding solutions and connecting clients with experts throughout the industry to help with a range of areas. Where some may see a roadblock, Mr. Marchesini envisions a set of concepts and solutions that succeed.

Mr. Marchesini exhibits three character-

### Getting to know...

#### Peter Marchesini

**TITLE:** Chief Operating Officer

**COMPANY:** Alamo Pharma Services

**EDUCATION:** BS, Business and Finance, San Diego State University

**FAMILY:** Parents for showing him the importance of faith and family; his dad for showing him how to lead with a personality; his sister and brothers for instilling a competitive spirit in him at an early age; his wife and children for keeping him focused on what is really important in life.

**HOBBIES:** Golfing, attending live sporting events and concerts, traveling

**BUCKET LIST:** Travel to Australia, see more of Europe, get a hole in one, golf at the top 10 golf courses in the world, write a book or two with a national lecture tour

**AWARDS/HONORS:** CMR Institute Board Of Directors, 2001; American Red Cross Training Advisory Board, 2000; PharmaVOICE 100, 2017 and 2009; Editorial Advisory Board, Pharmaceutical Rep Magazine; Top 100 People in Learning and Development, Leadership Excellence Magazine, 2008; Training Magazine Top 125, 2005, 2006, 2007, 2008, 2009, 2010

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istics that make success happen. First, he is available and responsive. Second, he is creative in developing solutions drawing on his extensive salesforce experience as well as less obvious ideas. And third, he is true to his word, always responding and following up with clients and colleagues as agreed.

Those who have worked with him describe him as a collaborative, positive, smart, enthusiastic, even-keeled leader who is outstanding to work with and who does what he says he is going to do.

Mr. Marchesini also is a thought leader and acts as a mentor for the next generation.

He speaks at various industry conferences about salesforce effectiveness, product launches, and developing commercialization teams.

Through his teaching role at Rutgers University, Mr. Marchesini advises students on how to get their first job in the industry or to move ahead in the industry.

"The value of this time spent not only grounds you in the basics but gives you an appreciation of the opportunities you were both given and/or you took," he says. **PV**