

George Staikos Consulting

About George Staikos

With more than 17 years of pharmaceutical experience spanning the EU and international markets, George Staikos is a commercial strategy leader who has built and scaled high-performing teams and driven successful global brand strategies in rare diseases, epilepsy, and high-cost therapies. He has led two pan-European launches across diverse ecosystems, delivering best-in-class results.

Core Services

Launch Strategy

End-to-end readiness and go-to-market execution plans, including cross-functional governance, field force alignment, and KPI mapping.

Commercial Excellence

Strategic planning and operating model design to enhance ROI, collaboration, and launch sequencing.

Omnichannel & Digital

Segmentation and AI-based orchestration for personalized customer engagement across key markets and platforms.

Leadership Advisory

Interim leadership, executive coaching, team building, and succession planning aligned to your business goals.

Market Access & HEOR

Evidence generation, stakeholder engagement, pricing & reimbursement strategies, and HTA navigation across Europe.

Experience Highlights

- EUR 1.5B+ peak sales delivered through lifecycle and launch strategies
- AI-driven omnichannel frameworks tailored to stakeholders in 27 countries
- Strategy & Leadership Certification from Harvard Business School

Client Testimonials

"George's leadership in launching our latest asset not only exceeded commercial expectations but also established a gold standard for EU future launches." – VP, Global Commercial Strategy

"Our portfolio turnaround was only possible through his blend of scientific insight and market acumen." – General Manager, EU Region

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