

Executive Profile

Alexis Serlin

Head of Asia Cluster at Novartis Asia Pacific

Alexis Serlin is the Head of Asia Cluster since August 2017, covering ASEAN, Korea and Taiwan from the Novartis Asia Pacific Office in Singapore for the Pharma Business.

Before moving to Singapore, Serlin was Country President & Country Pharma Head Mexico since August 2012. He lead the business strategy of Novartis' operations, including direction of four business units and the management of over 1,200 associates all around the country.



Serlin has had an outstanding career for more than a decade within Novartis Mexico. At this point, he has won numerous global awards due to the business performance he has been able to deliver. He has also held key positions at Novartis development in Latin America, working for pharmaceuticals' subsidiaries in Brazil, Colombia, Mexico and his native Argentine. Before being CPO Head at Mexico, he served as General Manager at Novartis in the West of China from 2010 to 2012.

Before joining Novartis team, Alexis Serlin worked for five years at Procter & Gamble and at Banco Frances del Rio de la Plata.

Alexis Serlin, is fluent in Spanish, English, Portuguese and French. Holds an Economics degree from the University of Buenos Aires and has completed different courses in leadership, management, marketing, sales and business.