

Wallace Cabán del Pilar

Specialty Pharmaceutical Territory & Market Development Professional

Overview

Senior healthcare and specialty pharmaceutical sales professional with 20+ years of experience developing clinical and commercial markets across Puerto Rico. Expertise in physician engagement, territory expansion, and introduction of innovative therapies in regenerative medicine, chronic care, and surgical environments including robotic-assisted surgery (da Vinci).

Core Capabilities

Physician Engagement & KOL Development
Territory Expansion & Account Penetration
Specialty Therapy Introduction
Medicare Advantage Expertise
Clinical Education & Consultative Selling
Hospital & Community Market Access
Advanced Wound Care & Surgical Exposure
Team Leadership

Experience Highlights

Experience across AlfMar Consulting, Support Plus Medical Supply, Pro Salud Health Plan, and MMM Healthcare supporting physician engagement, managed care insight, and Medicare Advantage leadership.

Value to Pharmaceutical Organizations

Hybrid professional combining pharmaceutical sales execution, healthcare market development, and physician education to accelerate therapy adoption and territory growth within specialty markets.