

Veeva Celebrates Its European HQ Office Launch

Veeva Systems, the leading provider of cloud-based solutions for the pharmaceutical and biotech industry, held a Launch Event to mark the official opening of its European Headquarters in Barcelona on Thursday 2 December. Approximately 60 attendees came together to celebrate and mark this key milestone in Veeva's international growth, at their new offices, located within the iconic Casa de les Punxes building, one of the masterpieces of modernist architect Josep Puig i Cadafalch.



With an established presence in Europe and a full dedicated team to serve customers in this region it is an exciting time for Veeva. *"We are honoured to be part of the history of this proud city. Barcelona was chosen as our headquarters in Europe because, like Veeva, this city thrives off of a culture of innovation, creativity and diverse people"*, says Dan Goldsmith, General Manager, Europe, Veeva Systems.

Veeva is committed to innovation, product excellence, and customer success. With over 50 customers, which range from the world's largest pharmaceutical companies to emerging biotechs, Veeva is the leading provider of cloud-based pharma CRM solutions.

The event had strong industry presence including Novartis, Almirall, Sanofi-Aventis, Esteve and Baxter all celebrating Veeva's established presence in Europe. Juan Pedro Auriol, Business Unit Manager, Baxter Spain attended this event and commented: *"It is great to see that an international company like Veeva has established their headquarters*

in Spain. This was a very well organised event that provided the perfect opportunity to interact with other industry colleagues, as well as learn more about Veeva - a company that we are watching carefully!"

Many of Veeva's partners, including Accenture, Mederi, Pharma Advisors, Mavens, everis and aPureBase attended the launch event too, and were all very pleased with Veeva's expanded international growth and increased focus on Europe.

David Montal, senior manager responsible for the pharmaceutical division at everis, an international consulting and services organisation says: *"It is fantastic to see Veeva have expanded their growth and presence into Europe. We see many synergies in the partnership between Veeva and everis and have confidence that through our focus on the pharma and biotech industry, Veeva's industry leading pharma CRM solutions and our strong consulting and services capabilities, our integrated approach will deliver on our mutual end goal – customer success."*

Javier Rodriguez, Partner and Co-founder of Pharma Advisors was equally positive about Veeva's increased presence in the region. *"Veeva's expanded footprint in Europe is great news for the pharma industry! With a fully functional European team it means they can respond quickly to both the changing industry needs in Europe as well as meet client demand in this region. They definitely have an industry leading CRM solution that I am sure will revolutionise current CRM practice followed by pharma companies!"*



Patrick Hart, Partner, Management Consulting at Accenture has been impressed with how Veeva have rapidly built on their phenomenal success in the US with a

strong and experienced European team. *"The understanding of industry sales processes around a different regulatory environment and ways of working drives the efficiency benefits around the solution. For me, their value proposition is consistent with Accenture's focus on process change and organisational alignment that is so important in any sales transformation"*

The launch ceremony also attracted the Acting Regional Minister for Innovation, Universities and Enterprise of Catalunya. Josep Huguet, who saw a strong linkage for success with Veeva's choice of European HQ. According to Huguet, *"Barcelona is a great choice for companies seeking to develop their innovation and progress forward, as the city has long been associated with entrepreneurial businesses, technological advancement, innovation and education."*



From Left to Right: Matt Wallach, Chief Strategy Officer, Veeva Systems; Josep Huguet, Acting Regional Minister for Innovation, Universities and Enterprise of Catalunya and Dan Goldsmith, General Manager, Europe, Veeva Systems

Veeva's relentless focus on remaining the pervasive provider of pharma cloud-based CRM solutions is clear and unwavering – as too is the passion of the organisation to deliver on its number one objective – customer success!

For more information about Veeva Systems please visit www.veevasystems.com