InspInno

From innovation to commercialization.
From one market to the next.
From strategy to execution.



Cross-border biopharma commercialization & growth

Connecting Biopharma Innovation Across the U.S. and Europe

InspInno helps biotechnology, pharmaceutical and healthcare companies turn scientific innovation into commercial success across markets. We advise leadership teams, boards and investors on the critical decisions between innovation, market entry and successful commercialization.

What we offer

- U.S. companies expanding into Europe
- European companies entering or scaling in the U.S.
- Commercialization and launch readiness
- Market access, pricing and value strategy
- Business development, partnerships and organizational design

Proven global biopharma leadership

Founded by Jean-Christophe “JC” Barland, former Bristol Myers Squibb Senior Vice President, Commercialization – Go-to-Market, former President of BMS Japan, and former President of BMS France and UPSA Worldwide, InspInno combines strategic advisory with hands-on global operating experience across the U.S., Europe and Asia.

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How InspInno helps clients navigate the Atlantic

Commercial strategy and launch readiness across the U.S. and Europe

U.S. → EUROPE



European market strategy

Prioritize market-entry options with support from an experienced European partner, including country-specific pricing, reimbursement, public affairs, stakeholder engagement and early-access programs.

Launch and operating model

Define launch readiness, partnerships, capability building and local execution.

EUROPE → U.S.



U.S. commercial strategy

Assess market opportunity, payer dynamics, positioning and commercialization investments.

Go-to-market and partnerships

Plan the launch organization, licensing choices and commercial execution.

Two markets. Two directions. One experienced partner.

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An international perspective, from strategy to execution

Direct senior-level experience connecting strategic advisory with practical commercial execution.



Senior operational experience

Executive decision-making, P&L leadership, launches, integrations and commercial transformation.

Cross-border perspective

Practical understanding of different healthcare systems, customer needs and access environments.

Strategy connected to execution

Support from prioritization and market-entry choices through operating models, launch and growth.

Flexible, direct engagement

Senior counsel for leadership teams, boards and investors, without an oversized delivery structure.

The decisions we help clients navigate

- **Which European markets should we enter first?**
- **Should we commercialize directly or partner?**
- **What will it take to launch successfully in the U.S.?**
- **When should we begin building our commercial organization?**
- **How should market access influence our clinical and commercial strategy?**
- **What capabilities do we need internally versus externally?**
- **How should we prioritize indications, markets or assets?**
- **What is the right go-to-market model for our company?**
- **How do we translate our success in Europe into the U.S. — or vice versa?**
- **How do we move from being a development-stage biotech to a commercial organization?**

Jean-Christophe “JC” Barland | Founder & Managing Director

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