

CURRICULUM VITAE

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PROFESSIONAL SUMMARY

- Extensive experience in sales and marketing in different positions and various markets, including sales management.
- Experienced in leadership, people development, coaching and retention
- Master's degree in sales and marketing management
- Medical background and education with working experience in the hospital and private office setting
- Consultant in Individual Psychology (Alfred Adler) (3-year Education) and Coach for Synchronizing®

PROFESSIONAL AND PERSONAL STRENGTHS

- ◆ As a natural leader I achieve high acceptance within a team allowing for myself to execute an integrative and mediative role
- ◆ High commitment to lead, develop and coach people with respect to their individual needs and competences resulting in a strong ability to build trustful and longstanding relationships
- ◆ Very positive mindset and intrinsic motivation enables me to motivate co-workers: my leading credo is "leading through example" which results in high acceptance and respect for both myself and my decisions
- ◆ Pronounced analytical and strategic thinking with a strong focus on execution and follow-through enabling overachievement of results and providing adapted solutions
- ◆ High readiness and flexibility for changes and openness to accept and embrace new challenges/responsibilities

PROFESSIONAL EXPERIENCE

Convalis AG, Cham, Switzerland (www.adconvalis.ch)
Managing Director and Owner

Feb 15 - to date

◆ *Consultant in Individual Psychology for Individuals and Couples, Coach for Individuals in Personal Development and Leadership, Coach for Teams in Development and Conflict Management*

◆ **Life Science Industry:**
Projects in Marketing / Product Management

- **Sanofi Genzyme, Baar:** Product Management Oncology/Immunology Nov 15 – Dec 16
- **Otsuka Pharma, Glattbrugg:**
 - Product Management Nephrology (Jinarc® / Samsca®) Switzerland & Austria Mar 17 – Sep 17
 - Product Management Schizophrenia Oct 17 – Mar 18
- **Takeda Pharma AG, Glattpark-Opfikon:**
 - Product Management Hematology Mar 18 – Nov 18
 - Product Management Rare Metabolic Diseases Dec 18 – Oct 19
 - Product Management Established Brands Nov 19 – Sept 20
 - Product Management Rare Metabolic Diseases Oct 20 – Feb 21
- **Grünenthal Pharma AG:**
 - Brand Lead Apr 21 – Dec 22

◆ **Projects in Human Resource Management (Recruitment, Coaching)**

- Support of HR in different companies (Verein Kooperative Speicherbibliothek Schweiz, Büron – HAWA Sliding Solutions, Mettmenstetten – SCQM, Zürich) in the recruitment of new employees
- Coaching of management employees in development of leadership skills

MSD AG, (formally Essex Chemie AG) Lucerne, Switzerland
National Commercial Manager Immunology

Mai 08 – Jan 15

People management and leadership of 7 sales representatives including coaching, development and retention. Responsibility for sales revenue (2014: 120 Mio CHF) and implementation of the strategies. Reporting to the Business Unit Manager.

Ad interim co-leadership of the Immunology Business Unit from April – July 12 with excellent results.

Project lead for the introduction of CRM (System for Customer Relation Management) in Switzerland and support of the regional team in developing the training materials for Veeva

- Remicade: Double digit sales growth over years and Number 1 Drug in Switzerland regarding sales
- Simponi: Best international Launch – Market Share of 11.5% and 2000 patients on drug. After 3 years 1st position in Market Share and on 4rd position regarding sales all over Europe
- Lead effective sales force restructuring (no resignations) to maximize Simponi launch and increase competitive sales force effectiveness – restructuring carried out in partnership with the sales force which resulted in high acceptance and continued motivation
- STEM: Best results within all 200 companies regarding alignment and execution of strategies
- Realized and implemented cross selling opportunities (Arcoxia, Diprophos)
- Successfully developed (co-leader of the project team) and implemented with a cross functional team the “Sales Development Pathway” which addressed a gap for Sales Force
- Implementation of the KPI-Dashboard to improve sales force effectiveness
- Initiation of the regularly Sales Manager Conference Call within MER II to share best practices within countries

- Optimization of the targeting and development/integration of the KPI's for Simponi to maximize launch success and sales force effectiveness
- Development and implementation of the key account management process to maximize the management of the buying centers
- Rewarded with the European President's Award for "Top Sales Manager of Switzerland" in 2009
- Achieved the rank "exceeded expectations" rating in the annual PMP (Performance) in 2008 - 2013
- Continuity and high motivation within the sales force team despite the uncertainty prior to the merger

Essex Chemie AG, Lucerne, Switzerland
Senior Product Manager Immunology
Product Manager Immunology

Sept 07 – April 08
Mai 04 – August 07

Management and further development of Remicade in RA, AS and PsA (Rheumatology 52% of total Remicade sales). Developed and implemented product strategies, plans, projects with OPL's, marketing materials and sales tools. Forecasted and managed operating budget and sales goals. People management and leadership of a project manager for infusion management. Reports to the Business Unit Manager.

Ad interim leadership of the Marketing (2 PM's, 2 Assistants) from July 07 – February 08. Reported to the General Manager.

- Double digit sales growth and management of costs within investment budget
- Launch of 2 new indications: Psoriatic Arthritis and Early Rheumatoid Arthritis
- Increased and ensured infusion capacity in hospitals
- Developed and held KOL Advisory Board in Rheumatology resulting in publication
- Established a strong and trustful relationship with key OPL's allowing in strong collaboration (KOL management plan) and customer binding
- Coordinate collaboration with all partners to improve the work of the SCQM -cohort
- Achieved the rank "exceeded expectation" rating in the annual PMP in 2006 and 2007
- Promotion to Senior Product Manager in September 07

Janssen-Cilag AG, Baar, Switzerland
Product Manager Durogesic

Aug 99 – April 2004

Management of marketing for a 20 million CHF pain drug (opioid) in Oncology and non-cancer pain. Forecasted and managed operating budget and sales goals. Developed and implemented product strategies, plans, marketing materials and sales tools. Personnel management and leadership for 2 sales representatives and a trainee. Reported to the Business Unit Manager.

- Double digit growth. Maintained market leadership in a highly competitive market.
- Developed and implemented a comprehensive nationwide patient/public campaign for chronic pain including the negotiation with FMH, association against cancer (Krebsliga) BAG, pharmacist association etc. for their participation as patrons
- Developed and implemented a cme-accredited national modular educational program for pain specialists (PainAcademy)
- Founded an Advisory Board and developed the "winter school" (education for students in the treatment of pain)
- Initiated the creation and development of a patient organization for chronic pain

Janssen-Cilag AG, Baar, Switzerland Product Manager Gastroenterology and Dermatology	Aug 96 – July 99
Dr. med. S. Rem, Lucerne, Switzerland Medical assistant in GP's private office	March 95 – July 96
Janssen-Cilag AG, Baar, Switzerland Sales Representative for Gastroenterology, Dermatology and Gynecology	March 92 – Feb 95
Intensive Care Unit, Hospital, Sursee, Switzerland Intensive Care Nurse	Mai 89 – Feb 92

EDUCATION

- ◆ Synchronizing® Dr. Markus Jensch, Köln 2013
Education in Coaching of Individuals and Teams, Management of conflicts
- ◆ Academy for Individual Psychology, Glattbrugg, Switzerland 2009 –2012
Consultant in Individual Psychology (Alfred Adler)
- ◆ Swiss Health Quality Association 2009
Certified Medical Representative SHQA
(Participation in the pilot course of Essex Chemie AG)
- ◆ Institute for Continuing Education (IWB), Lucerne, Switzerland 2006 – 2007
Master, Marketing Director Level 7
Federal and European Diploma in Marketing Management
- ◆ GET Marketing und Kaderschule Zug, Switzerland 1998 – 1999
Federal Certificate in Marketing Management
- ◆ Intensive Care Education, St. Gallen, Switzerland 1991
Postgraduate course in intensive care
- ◆ Krankenschwesternschule Baldegg, Sursee, Switzerland 1985 – 1989
Federal Diploma as Nurse
- ◆ Several Trainings in Sales, Negotiation, Marketing, Coaching, Self-reflection, Leadership, IT Skills etc. internal & external 1993 - 2022

LANGUAGES

- ◆ German: Mother tongue
- ◆ French: Fluent in Word and writing
- ◆ English: Fluent in Word and writing
- ◆ Italian: Understanding – basic spoken

HOBBIES & INTERESTS

- ◆ Diving, Skiing, Weight training
- ◆ Permanent education in Psychology and Coaching, Co-Founder of SKAP (Swiss Congress in Adlerian Psychology)
- ◆ Responsible for the continuous education at the Academy for Individual Psychology, Kloten
- ◆ Member of the Lions Club Central Switzerland, Past-President
- ◆ Expert for Federal Exams of Technical Merchants in Presentation Skills & Critical Incidents