

# Curriculum Vitae

## Personal data

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Name van Marrewijk  
First names Connie (Cornelia Maria)  
Date of Birth 26 september 1967  
Address Klein Dongenseweg 13, 5106 AA Dongen, the Netherlands  
Mobile +31 (0)6-47103637  
e-mail connie@marrewijk-hcim.nl  
Nationality Dutch

## Education

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1985 - 1990 Master degree Biomedical Sciences, University of Leiden  
1979 - 1985 Gymnasium B, Delft

## Marrewijk HCIM

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Marrewijk HCIM was established in 2001 by Connie van Marrewijk with >20 years experience in the Pharmaceutical Industry in Global, European and National Marketing-, Product-, and Sales-management in the profit & the non-profit sector, in Big Pharma and Small Biotech.

## Work Experience

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1/2007 - recent **Freelance Consultant, Interim Manager**  
Marketing Advice, Marketing Projects and Interim Management in pharmaceutical-, food- and life sciences industry.  
Recent projects (i.e.):

- European Marketing management Sucampo Pharma Europe - strategy development market- entry in Gastroenterology
- European Marketing management Teva Oncology – new EU launch
- Oncology marketing Pfizer – new launch Lung cancer
- Brand management UCB - Neurology
- Corporate Key Account Management Janssen
- Marketing/ communication advice Small Biotech – licensing
- Marketing management Mead Johnson Nutrition
- Customer Marketing management Pfizer Oncology
- Salesmanagement AstraZeneca
- Marketing projects Janssen-Cilag, Business Unit CNS

12/2005 - 12/2006	<b>Sales &amp; Marketing Director (IDA Foundation)</b> Member of Management team, responsible for sales budgets and contribution targets (sales € 100 million; > 100 destination countries), reports to CEO
10/2004 - 12/2005	<b>Marketing Manager (IDA Foundation)</b> Responsible for developing marketing policy, esp. in the area of HIV/AIDS, Tuberculosis and Malaria, reports to Sales & Marketing Director
2001 - 2004	<b>Freelance Consultant, Interim Manager</b> Marketing advice and Interim Management, <ul style="list-style-type: none"> <li>• Marketing Management Afdeling Respiratoir AZ</li> <li>• Project coördinator Sales Force Effectiveness Programma</li> <li>• Marketing Management afdeling GastroIntestinaal AZ</li> </ul>
1999 - 2001	<b>Commercial Strategy Director (GlaxoWellcome plc., USA)</b> Responsible for development of international marketing and sales strategy for portfolio of pain medicines (> US\$ 1 billion)
1998 - 1999	<b>International Product Strategy Manager (GlaxoWellcome plc., USA)</b> Responsible for international migraine franchise management
1993 - 1997	<b>Product Manager Imigran/Naramig (GlaxoWellcome B.V.)</b> Responsible for development local marketing strategy and implementation migraine portfolio through strong collaboration with large salesforce for specialists, general practitioners and pharmacists.
1991 - 1993	<b>Sales representative (Glaxo B.V.)</b> Responsible for regional sales targets Imigran

### Special assignments

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2005	<b>Opening Regional office and warehouse in India for IDA Foundation</b>
1999	<b>Global eCommerce Project</b>
1998 - 2000	<b>Management and Commercial IT Process Board</b>
1996	<b>European Product Manager of the Year Contest (Pharmaceutical Times UK)</b>
1995 - 1997	<b>European Migraine Disease Strategy Team</b>

## Courses

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2014	Digital Marketing Strategy & Leadership (Beeckestijn)
2006	Financial management for non financials
2005	Adobe Illustrator
2005	Advanced Excel
2002	Spanish
1994	NIMA B
1993	New Product Managers Workshop, UK
1993	NIMA A
1992 - 1993	Management Development Course (De Baak, Noordwijk)

## Languages

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Fluency in English and Dutch

Reasonable knowledge of Spanish, French and German