

Projects

Marketing

Development European launch strategy gastroenterology product for American biopharmaceutical company.

Lead and coordinate Pan-European launch Oncology Supportive Care product.

Launch Targeted Therapy in Lungcancer in the Netherlands.

Develop Marketing strategy for Allergy portfolio.

Lead Product team during launch of COPD product.

Lead Marketing department Gastroenterology and develop off-patent strategy.

Lead national campaign for mammacarcinoma and renal cell carcinoma.

Sales

Lead sales team (12 sales reps) of rayon managers, product specialists, account managers and nurses. Crisis management of team resulting in re-newed focus, improved cooperation and result orientation. Develop and integrate management for Health care providers for COPD and CVRM in Primary care.

Strategic advice

Strategic market analyses by doing market research, forecasting and implementation in strategic plans for respiratory market, HIV, neurology and pain.

Marketing/Communication advice for a FMCG A-brand supporting the PR strategy for the Dutch market. Strong cooperation with a communication agency to develop the website for a media campaign.

Marketing communication advice to small Biotech to develop out-licensing strategy for next generation antibodies.

Key Account Management

Develop 'beyond the pill' strategies for and cooperate with Health Insurance Companies and large institutions (eg. Hospitals).

Educational program

Developed and facilitated 8 marketing modules for junior Product Managers, i.e. market research, reimbursement strategies, promotional projects, lifecycle management. Coaching of key talent.

Project management

Project coördination of a Sales Force Effectiveness Programme. Coordinated different implementation teams to implement new policy from scratch (in cooperation with Boston Consultancy Group in a large Marketing & Sales organisation.

Late life cycle management classic anti-psychotic before loss of exclusivity resulting in >80% volume protection in patients.

Launch product in geriatric market (alzheimer) for general practitioners with an awareness- and educational program.

Develop specific projects for education towards different target audiences in the medical sector.

Develop internet based strategies for products towards health care providers (GP's , specialists, pharmacists and patients).