

Services for manufacturers of medicinal products and medical devices

- 1. evaluated natl and internatl markets for innovative products to define window of opportunity
- 2. developed/implemented tailored marketing plans in account with the USP and relevant market conditions
- 3. managed sales & marketing budgets from 0,5 to 200 mio€
- 4. emphasized strategic relevance of upfront HTA for product reimbursement
- 5. well accustomed to integrate into new environments and counsel internal teams and external suppliers

1992 1993 1994 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019