

Curriculum Vitae



Contact Details

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Summary of Qualifications:

Scientific consultant and business trainer with successful track record in marketing, sales and training of oncology and biotechnology products at local market and EMEA level. PhD in biochemistry with a doctoral thesis in oncology. Certified business trainer.

Professional Career:

Since January 2010 Freelancer (medtelligence / Hamburg, Germany)

Scientific Consultant/Business Trainer

Main focus is providing marketing and training support to pharmaceutical companies with product communication needs in specialty care indications.

- Specialist for “science based selling” in Oncology, Biotechnology, Immunology.
- Broad experience in training of marketing and sales staff at local and international level.
- Strong background in crossfunctional cooperation within medical and marketing teams and external agencies.
- Current projects:
 - Training support for a worldwide launch in immunology
 - Role out of specialty care marketing excellence campaigns
 - Development and delivery of sales force training programs in oncology
 - Consulting role in company launch preparation of various products
 - Development and implementation of tools driving innovation in marketing

Senior Manager Global Market Development

Focus of the role was growing J&J's Immunology business in Europe by providing strategic marketing and training support to Centocor's business partner Schering Plough. Main tasks:

- Developing a strategic cooperation with Schering Plough and Centocor's Global Brand Teams for alignment of marketing and training initiatives with J&J's and SP's global strategy.
- Establishing strong customer relations with SP country operations and analysis of local support needs.
- Building an efficient Centocor-internal cross functional team capable of delivering optimal business support to Schering Plough
- Strategic communication of product and competitor data by turning scientific data into commercially accessible information.
- Developing and implementing of new hire training programs for commercial sales and marketing staff of SP country operations.

2000-2007 AstraZeneca/Wedel, Germany

2003-2007 Training Manager Oncology

Development and delivery of product specific training programs and creation of new concepts for continuous training of commercial staff. The main tasks were:

- Developing, implementing and delivery of new interactive training concepts for the oncology sales force based on adult learning principles.
- Design and delivery of product launch training programs as a member of a cross functional launch team.
- Implementation of regular quality assessment and customer satisfaction measures.
- Project lead for development of training methods across all business units with focus on "share best practice" and development of training skills.

2000-2003 Product Manager Oncology

Development of a successful launch strategy for AstraZeneca's breast cancer brand Arimidex in Germany.

- Creation of a successful launch strategy resulting in achieving market leadership.
- Training the sales force, implementation of sales force campaigns.
- Organisation of scientific meetings and advisory boards, initiation of a speaker's development programme to optimize key customer relations.
- Implementation of PR campaigns for lay and medical press.
- Taking up project leadership in global brand team for "sharing best practice, maintaining leadership" workshops.

1994-2000 Medac GmbH/ Hamburg, Germany

1997-2000 Product Manager Oncology

Marketing and post launch clinical development of prostate and bladder cancer drugs.

- Launching a new treatment option for prostate cancer.
- Developing promotional campaigns.
- Training the sales force and coordination of sales force activities.
- Implementing Phase IV- and IIS - trials .
- Establishing Speaker's Bureaux and Advisory Boards.
- Medical writing of scientific product information and medical press materials.
- Supporting the medical department as compliance manager for scientific customer information.

1994-1997 Sales Representative Oncology

Promotion of oncology products as a regional sales representative. Customers were hospital- and office based physicians and pharmacists

- Achieved rapid increase in market share of promoted brands in a specialised market
- Gained high credibility and good contact with relevant customer groups

1991-1994 Synthelabo GmbH/ Puchheim (now Sanofi-Aventis), Germany

Sales Representative

Promoted products for neurological and psychiatric diseases as a regional sales representative.

- Achieved top ten sales of 80 reps.
- Trained new sales representatives.

Education:

1991	Doctor of Science in Biochemistry, Department Chemistry, University Bielefeld
1987-1991	Research fellowship in a government sponsored project in cancer research, University Bielefeld
1987	Diploma in Biology, Department Biology University Bielefeld

Training Courses:

2006-9	Leadership Skills Training
2003-4	Business Trainer Certificate
2000-2003	Marketing Skills Development Training
1999	Medical Information Compliance Training
1977-79	Vocational Training in Retail Sales

Languages:

German (native speaker)
English (negotiation level)

Hamburg, April 2012