

MSc.pharm.

## Sonja Kupka-Wolf



More than 25 years of professional experience in various leadership positions in small and large companies in the Life Sciences field qualify Sonja Kupka-Wolf as an excellent expert in this industry. With detailed insider knowledge, she sees her task as supporting Life Sciences companies in the current structural transformation and evolving them into integrated service providers of the healthcare system.

Sonja Kupka-Wolf effectively combines her experience in managing Medical Affairs, Marketing, and Sales. She also collaborates with other experts to tailor solutions to the specific needs of each company. Her main focus and great enthusiasm lie in communicating with Health Care Professionals and utilizing the new communication channels in the digital world. Sonja Kupka-Wolf has set new standards in new therapies during Europe-wide product launches.

Project management for new processes or product developments, clinical studies, introduction of new training systems / blended learning, and inbound marketing, as well as expertise in AI tools, are the niches in which she excels like no one else. Her goal is always to adapt Life Science companies to the increasing demands and to focus on the needs of stakeholders and patients. She approaches each project with passion and always finds a solution to start and successfully complete it.

Sonja Kupka-Wolf is the classic "implementer" and reformer with a "hands-on" mentality. Curious and empathetic, she identifies innovative processes and solutions in the current disruptive changes in the Life Science environment and brings new business methods to life within the company.



**Mag. Sonja Kupka-Wolf**

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"I am an Interim Manager, helping companies in the Life Science sector to successfully lead their critical projects, processes, and management that are at risk due to open vacancies. When key personnel in the company are absent due to illness, position changes, or leave of absence, or when processes are stuck due to 'organizational blindness,' or when new headcount is not possible during restructuring, I provide my expertise with a hands-on mentality and innovation spirit.

Especially now, with the disruptive changes in communication to HCPs (Health Care Professionals) caused by COVID-19, I assist Life Science companies in using new methods like Inbound Marketing to generate substantially more sales-qualified leads and new customers in their product area. I take on all management functions in areas such as Marketing, Sales, Market Access, Communication, Medical, Clinical Research, including executive leadership.

My goal is always implementation, execution, and completion because I love helping people and companies succeed, so I can learn and experience success myself. I love exploring new paths and finding solutions."