Sonja Kupka-Wolf, MSc.pharm. • PharmaBranding & Beyond GmbH • Interim Management & Consulting Life Sciences Rauscherstraße 29/6, 1200 Vienna, Austria • office@pharmabranding.at • +4369919444821 • www.pharmabranding.at



Sonja Kupka-Wolf MSc.pharm. Consultant Life Sciences Interim Manager



PERSONAL DATA

Date of Birth:	7 th Dec. 1966
Place of Birth:	Vienna
Nationality:	Austria

LANGUAGE SKILLS

German (native)

English (C2*)

French (B1*)

Italian (A2*)

*Common European Framework of Reference for Languages (CEFR)

RESUME

Innovative leader with wide-ranging success directing pharmaceutical operations

Driven and adaptable medical business leader with extensive experience in pharmaceutical industry. Vast background in managing life science operations, critical care business activities and applying continuous business improvement processes. Strong ability in clearly communicating complex information and concepts and in-depth knowledge of product-related activities, following scientific studies and medical scientific developments and timeously administering pricing and reimbursement strategies. Highly skilled at driving commercialization of specialised medicines in intensive care, cardiology, immune-oncology, ophthalmology, and respiratory disease hospital functions. Solid history of clinical research and developing training initiatives to cultivate employees' skills and knowledge in pharmaceutical medical activities. Excels at utilizing strong leadership and communication skills to establish rapport with crossfunctional teams including key healthcare experts, advisory board members, management teams and all levels of staff. Recent experiences in OTC business and medical devices. Fluent in German, English and French.

PROFESSIONAL EXPERIENCE

PharmaBranding & Beyond Executive Director Interim Management Consulting Life Sciences Marketing / Sales / Medical / Communication / Market Access
International Scientific Manager Amomed Pharma
Senior Marketing Manager International Amomed Pharma
Head of Business Unit Specialty / OTC Products Pharmaselect Handels GmbH
Senior Product Manager Respiratory Novartis Pharma GmbH
Marketing Manager Central Europe Orion Pharma
Senior Product Manager Critical Care Abbott GmbH
Medical Manager Cardiology Takeda GmbH
Clinical Research Manager Oncology Aventis (previous Rhone-Poulenc-Rorer)
Clinical Research Associate Hoffmann-La-Roche

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EDUCATION

1984 – 1993	University Vienna Master of Pharmacy (MSc.pharm.)
1996	Marketing & Sales Vienna University of Economics & Business
2008	Situational Leadership Training
2009	Entrepreneurship Management Certification
2010 / 2021	Wholesaler Trade License for Pharmaceuticals and Medical Devices

ACCOMPLISHMENTS

2005 Abbott Presidents Award 2006 Joseph Wendler Marketing Award

SPECIAL ACHIEVEMENTS

- Implemented ingenious strategies and successfully launched critical care, cardiology and oncology pharmaceutical drugs and OTC medical device.
- Developed and put into effect training app and system in addition to launched Newsflash internal training podcast and video tool. (Amomed Pharma)
- Implemented COVID-19 information system within Amomed critical care business
- Development of new product portfolio / OTC business food supplements, Viatris

REFERENCES

Dr. Günther Kneissl-Mayer – General Manager Amomed Pharma:

"In the past years, Ms Kupka-Wolf has been responsible for the development of the International Marketing Department and the Rapibloc and Empressin brands tirelessly and with great personal commitment. I would like to thank her for this from the bottom of my heart."

Sophie Romann - HR Manager Norgine Alps: "I have known Sonja since she joined Norgine as contractor supporting the commercial organisation in Austria and Switzerland. Sonja has been a great asset to the team and handled her tasks with great passion and interest. She is flexible to changes and comes with suggestions of improvement that is highly valuable to the Business."

SKILLS

Microsoft Office

SOFTSKILLS

Team Spirit

Communication

Innovation

Organisation



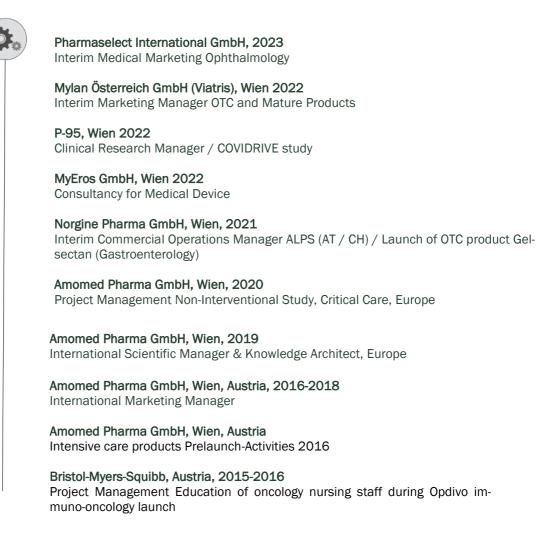
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EXPERTISE LIFE SCIENCES



Medical Informations **Clinical Research Projects** Pharmacovigilance Medical Training, Blended Learning Medical Science Liaison **Innovations Management Project Management** Marketing & Sales Strategic Management Launch Specialty Products / OTC Medical Device Hospital and Retail **Budget Management** Stakeholder Management **Business Development Business Analysis** Pharmacoeconomy Market Access

PROJECTS



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FIELDS OF EXPERTISE

Cardiology Oncology Respiratory Diseases Gastroenterology Ophthalmology Intensive Care Medicine / Critical Care Anesthesiology OTC products Medical Devices