



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

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 cross-functional 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

PERSONAL DATA

Date of Birth: 7th 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)



Since 01/2015	PharmaBranding & Beyond Executive Director Interim Management Consulting Life Sciences Marketing / Sales / Medical / Communication / Market Access
04/2019 – 07/2020	International Scientific Manager Amomed Pharma
09/2016 – 04/2019	Senior Marketing Manager International Amomed Pharma
05/2012 – 10/2014	Head of Business Unit Specialty / OTC Products Pharmaselect Handels GmbH
09/2011 – 05/2012	Senior Product Manager Respiratory Novartis Pharma GmbH
08/2009 – 08/2011	Marketing Manager Central Europe Orion Pharma
06/2003 – 08/2009	Senior Product Manager Critical Care Abbott GmbH
06/2000 – 06/2003	Medical Manager Cardiology Takeda GmbH
08/1996 – 05/2000	Clinical Research Manager Oncology Aventis (previous Rhone-Poulenc-Rorer)
01/1994 – 08/1996	Clinical Research Associate Hoffmann-La-Roche



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**

SKILLS

Microsoft Office



ACCOMPLISHMENTS

- 2005 Abbott Presidents Award
2006 Joseph Wendler Marketing Award

SOFTSKILLS

Team Spirit



Communication



Innovation



Organisation



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.”*

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



Pharmaselect International GmbH, 2023

Interim Medical Marketing Ophthalmology

Mylan Österreich GmbH (Viatris), Wien 2022

Interim Marketing Manager OTC and Mature Products

P-95, Wien 2022

Clinical Research Manager / COVIDRIVE study

MyEros GmbH, Wien 2022

Consultancy for Medical Device

Norgine Pharma GmbH, Wien, 2021

Interim Commercial Operations Manager ALPS (AT / CH) / Launch of OTC product Gelsectan (Gastroenterology)

Amomed Pharma GmbH, Wien, 2020

Project Management Non-Interventional Study, Critical Care, Europe

Amomed Pharma GmbH, Wien, 2019

International Scientific Manager & Knowledge Architect, Europe

Amomed Pharma GmbH, Wien, Austria, 2016-2018

International Marketing Manager

Amomed Pharma GmbH, Wien, Austria

Intensive care products Prelaunch-Activities 2016

Bristol-Myers-Squibb, Austria, 2015-2016

Project Management Education of oncology nursing staff during Opdivo immuno-oncology launch



FIELDS OF EXPERTISE

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