



**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: 7<sup>th</sup> Dec. 1966  
Place of Birth: Vienna  
Nationality: Austria

### LANGUAGE SKILLS

German (native)  
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English (C2\*)  
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French (B1\*)  
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Italian (A2\*)  
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\*Common European Framework of Reference for Languages (CEFR)



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

## 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  
Launch Specialty Products / OTC Medical Device  
Hospital and Retail  
Budget Management  
Stakeholder Management  
Business Development  
Business Analysis  
Pharmacoeconomy  
Market Access  
Team Building und Leadership

## PROJECTS



**Mylan Österreich GmbH (Viartis), Wien 2022**  
Interim Marketing Manager OTC and Tail 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, 2017-2018**  
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

**AIM-Group Congressorganisation, 2015**  
Business Development / Acquisition of Life Science companies



## FIELDS OF EXPERTISE

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