



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 diseases in hospital business and Rx. 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	Head of Marketing 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, ophthalmology, oncology and respiratory pharmaceutical drugs as well as 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



AstraZeneca since August 2023

Brand Manager Oncology GI

Pharmaselect International GmbH, Oct. 2022- July 2023

Interim Medical Marketing Ophthalmology

Mylan Österreich GmbH (Viatris), Wien Jan.-Dec. 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



FIELDS OF EXPERTISE

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

Expertise in Oncology:

Clinical Research Projects at Rhone-Poulenc Rorer 1997-2000
Nurse Project for Launch of Opdivo / Nivolumab 2016 in immuno-oncology (BMS)
Brand Management for launch of Imfinzi / durvalumab in GI-Oncology (AstraZeneca) 2023

Expertise in Critical Care / Cardiology:

Launch and Brand Management of Simdax / Levosimendan 2003-2009
Marketing Manager Central Europe Critical Care, 2009-2011, Orion Pharma
International Marketing Lead Rapibloc / Landiolol and Empressin / Vasopressin, Amomed 2017-2019

Expertise in Respiratory Diseases:

Brand Manager Xolair (Asthma) and Seebri (COPD), Novartis 2011-2012

Expertise in Ophthalmology:

Interim International Brand Manager Ophthalmology
Coordinate International launch of Dexanova (Dexamethason Eye Drops), Pharmaselect 2022-2023

Expertise in Omnichannel Activities

Interim Marketing Manager OTC and Mature products
Jan.-Dec. 2022, Mylan (Viatris)
Coordinate all omnichannel and digital activities (Websites relaunch / Newsletters + RTEs to pharmacies / address customer needs from a digital perspective / coordinate media Campaigns

Launch Expertise

2023: Launch of Imfinzi in Liver Cancer / Biliary Tract Cancer, AstraZeneca
2022/2023: International launch of Dexanova / Ophthalmology, Pharmaselect
2021: Norgine Pharma AT/CH Launch of Gelsectan (Gastroenterology)
2017-2019 Amomed Pharma, Vienna
International Launch of Rapibloc / Landiolol and Empressin / Vasopressin
2016: Launch of Opdivo in Lung Cancer, BMS
2012-2014: Launch of Akistan and Lutamax AREDS2, Ophthalmology, Pharmaselect
2011-2012 Launch of Seebri (COPD), Novartis
2010: Launch of Dexdor, Critical Care
2003: Launch of Simdax / Levosimendan