



CURRICULUM VITAE

Tanja Weinand

DoB: 24.07.1975

At a Glance

Professional experience

- Self-motivated, passionate and results-driven pharmaceutical business professional with 19 years of experience in marketing, sales and patient partnership.
- Highly experienced in managing product portfolios, new product launches and projects to deliver outstanding results and adapt global strategies into the Swiss market
- In-depth knowledge of the Swiss pharmaceutical market and healthcare environment.

Leadership

- Proven ability to build and lead high performing and successful cross-functional teams with effective leadership skills.
- Strong expertise in transforming organizations and driving a culture of change (manage line and matrix function).
- Genuinely interested in people and development with an entrepreneurial and hands-on mindset – flair for feasibility.

Entrepreneurship

- Successfully built-up a free-lance company within the pharmaceutical industry.
- Extensive expertise in strategic and tactical planning, as well as full sales and cost budget responsibility.

Personality

- Authentic, inspiring, creative, down to earth, assertive, solution-driven, empathetic.

Professional Experience

w & d coaching gmbh, Basel

Since 12.2022 **Founder & Managing Director of w & d coaching gmbh**

- Working as an Interims Manager, Business Coach, Resilience Trainer, Hypnosis Coach and Case Manager

Roche Pharma Switzerland, Basel

02.2021 – 10.2022 **Squad Lead Neuroscience, Biologics & Established Products (BEP)**

- Leading two business units in a matrix organization with a sales volume >150 Mio. CHF, with 16 employees, member of the Swiss Affiliate leadership team
- Responsible for the strategy development and life cycle management
- Orchestrating ongoing transformation process and cultivating a culture of change

Special Achievements:

- Continuing the success in neuroscience by achieving peak sales 2 years ahead of plan
- Established product portfolio with a slightly unexpected positive growth
- Stable team composition despite many changes due to transformation
- Significantly improved financial performance by identifying saving opportunities

04.2020 – 01.2021 **Disease Area Lead Neuroscience (MS & NMOSD)**

- Acted as Head of Marketing and Franchise Head (matrix leader), member of the Swiss Affiliate leadership team
- Lead and developed a team of 3 direct reports and 9 employees in matrix organization
- Responsible for >53 Mio. Ocrevus®

Special Achievements:

- Achieved a best-in-class performance in multiple sclerosis despite of the pandemic and a price decrease of 9.5%, Ocrevus® delivered a resilient growth of 5.9%
- Established a **new** high-performing cross-functional team during the pandemic
- Successfully launched a rare disease product for NMOSD Enspryng®
- Developed an overarching concept of motivational talks for the Swiss organization

03.2020 – 07.2018 **Patient Partnership Manager Neuroscience & Rare Disease**

- Responsible for patient partnership strategy within the affiliate and continuously improved existing patient website roche-fokus-mensch.ch
- Developed an innovative concept including the patient journey within MS, Hemophilia and SMA (e.g. patient support program, patient adboards, social media "Blogger concept")
- Fostered and maintained all relevant relationships within patient organizations, patients and specialists throughout Switzerland (MS Gesellschaft, SHG and SMA Switzerland) and ensured insights sharing within the Roche network worldwide

Special Achievements:

- Set up patient support program for MS to ensure sufficient infusion capacity
- Rolled out social media MS awareness campaign with a ten-fold increase range

- Applied agile methods such as design thinking to co-create with external stakeholders services beyond the pill (e.g. for hemophilia patients asknow.ch)
- Received the HEROche Award 2018

Interims Manager/Pharma-Consultant, Basel, Zürich, Zug

06.2018 – 12.2015 **Self-employment/independent acquisition**

- Used my existing network and expanded contacts by offering interim services in various marketing functions
- Developed a digital marketing strategy for Takeda and rolled out a co-creation workshop with the result of two digital innovations: IBD patient-app “gutfeeling” and a HCP tool
- Set up an IBD patient support program covering psychological patient needs via multilingual coaching experts; negotiated a pay for performance contract and saved a significant amount of budget
- Conducted a cross-stakeholder workshop for Vertex to elaborate patient requirements and released in conclusion a series of 6 patient brochures covering the whole patient journey for cystic fibrosis patients
- Therapeutic areas I worked in cystic fibrosis, chronic inflammatory bowel disease, skin cancer, pain & women’s health (Vertex, Takeda, Galderma, Spirig, Abbott)

Permamed AG, Therwil

11.2015 – 10.2015 **Head Marketing Rx**

- Lead a team of 4 employees
- Responsible for 40 products in dermatology and rheumatology; with a turnover of approx. 20 Mio. CHF p.a.

Mepha Pharma AG, Basel

08.2015 – 06.2013 **Head Marketing Rx**

- Lead a team of 3 Product Managers, 5 Marketing Services Managers and 2 Medical Managers; responsible for a portfolio of 200 generic-molecules with a turnover of approx. 210 Mio CHF p.a.
- Developed and implemented marketing and pricing strategies for defined core markets such as CNS and Cardiology.
- Managed and coordinated marketing communication for the entire product portfolio including the interfaces of the sales-, congress- and event department.
- Actively shaped and participated in a reorganization of two major take overs.

Special Achievements:

- Jointly responsible for reorganization following 2 major acquisitions, building a top performing team while streamlining operations to comply with budget reductions.
- Sales targets exceed by 5% despite a reduced team.

05.2013 – 02.2011 **Head Product Management Rx**

- Lead a team of 3 Product Managers; responsible for a portfolio of 130 generic molecules with a turnover of approx. 150 Mio CHF p.a.
- Developed and implemented marketing strategies for 14 therapeutic areas as well as our core market in the area of CNS, Cardiology, Diabetes and Oncology.
- Responsible for cost and sales planning, as well as portfolio and pipeline development.

- Designed marketing & sales trainings for 40 sales representatives focusing on general doctors, specialists in hospitals and pharmacists.
- Conducting presentations and fostering customer services for defined KOLs.

Special Achievements:

- Significant increase of product launches from 15 to 30 per year including 6 blockbuster molecules with reduced team capacity. Personally launched 3 blockbuster products.
- Achieved no 1 position in the generic statin-market through a successful launch of a blockbuster molecule. Sales targets exceed by >20%.

01.2011 – 07.2008 Product Manager Rx

- Management of a product portfolio of 40 products (six of them under the top 10) with a sales volume of approx. 50 Mio. CHF p.a. Indications: Cardiology, Diabetes & CNS, Dermatology and Narcolepsy.
- Classic generic drug launches on patent expiry.
- Development of co-marketing strategies for generics with patent protected originals.
- Monitored market insights and created competitor analysis and developed brands as well as supported finance with forecast planning and gave recommendations for the product portfolio pipeline.
- Effectively trained and educated our sales representatives on all relevant products, carried out trainings to pharmacists on new launched products and services.
- Developed and implemented a campaign on the metabolic syndrome.
- Re-launched a specialty in narcolepsy (Modasomil®) in close collaboration with the European headquarter in Paris.

Special Achievements:

- Successfully launched a cardiovascular product, sales targets >30% above and continued to secure no 1 position in the generic segment.
- Targeted promotion of an important product portfolio resulting in a significant two digit sales growths.
- Relaunch of Modasomil® achieved a positive growth from a stagnant position.

Antwerpes AG, Basel

Creative Communication agency for pharma and healthcare market

06.2008 – 10.2006 Project Manager/Account Manager

- Independently managed key accounts in various therapeutic areas in oncology, CNS, cardio-vascular diseases including clients such as Janssen-Cilag, Roche, Novartis, Essex, MSD, Mundipharma, Boehringer-Ingelheim and Bayer.
- Developed and implemented marketing activities in coordination with the responsible product and medical managers.
- Created concepts for participation in pitches as well as coordinated two graphic designers.
- Continuously cost control management of all projects.

Parental leave 09.2006 – 08.2004

University of Hamburg

02.2004 – 11.2003 **Research Assistant**

- Participation in a molecular genetic research project.
- Conducting of lectures in biological medicine.
- Member of the examination board.

MIP Pharma GmbH, Homburg

10.2003 – 04.2003 **Sales representative**

- Selling generic rx-products to GPs, specialists & pharmacists.
- Focus on cardiovascular, gastroenterology and antibiotics products.
- Responsible for the area Saarland and parts of Rheinland-Pfalz.
- Development of new sales areas.

Education & Academic Background

- 10.1996 – 09.2002 Master's Degree in Biogeography, University Saarland, Final grade: 1.3
07.1999 – 11.1999 Study term in genetics, University of Auckland, New Zealand
09.1992 – 06.1995 High school graduation (Abitur), Economics high school, Saarbruecken

Academic Research Experience as a research assistant

- 02.2000 – 11.1999 L.R. Institute Auckland, New Zealand
07.2000 – 05.2000 R.O. Museum Toronto, Canada
07.2001 – 06.2001 Genetics Institute, University Saarland
03.2001 – 08.2000 Environmental specimen bank, Saarbruecken & Trier
08.1997 – 07.1997 Biological Institute, Sylt

Professional Trainings

- Hypnosis Coach, Magedburg
Resilience Trainer, RA, Goettingen
Systemic Coach, CAS, St. Gallen
Business Coach, CAS, St. Gallen
Employee management, ZfU, Zurich
Pharma-Marketing, ZfU, Zurich
Leadership Training Basic & Advanced
Presentation Course, ZfU, Zurich
Pharmapolitics Switzerland, FORUM
Pharma-Online-Marketing, Zurich
Business-English (BEC Vantage), Basel
Certified Drug Representative, Karlsruhe

Languages

German	mother tongue
English	fluent
French	basic

Engagement

07.2011 – 06.2012	Junior soccer coach, Arlesheim (6-8 years)
01.2003 – 04.2003	Volunteer work for homeless people: „Neunkircher Tafel“
09.1995 – 08.1996	Voluntary ecological year

Interests

Tennis, Yoga, Family & Travelling