



# Sonja Kupka-Wolf, MSc.pharm.

**Entrepreneur / Professional  
Leader / Life Sciences /  
Passion for Medical Sciences**

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Personal Details:  
date of birth 07.12.1966 ▪ place of birth Wien  
▪ Austrian ▪ Female ▪ Married

**Innovative and resourceful leader with wide-ranging success directing pharmaceutical operations.**

Driven and adaptable medical business unit 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, monitoring, and assessing competitor activities, and creating and implementing brand strategies to leverage business opportunities. 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, oncology, ophthalmology, and respiratory disease hospital functions. Solid history of 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. Fluent in German and English.

## Areas of Expertise

- Pharmacovigilance
- Medical Information
- Product Launch Management
- Sales & Marketing Processes
- Respiratory Diseases
- Ophthalmology
- Medical & Clinical Research
- Medical Science Liaison
- Budget Management
- Staff Training & Development
- Critical Care / Intensive Care Medicine
- KOL Development Programmes
- Client Relationship Management
- Team Building & Leadership
- Immuno-Oncology / Oncology
- Cardiology

## Accomplishments

- Presented with Abbott Presidents Award and Joseph Wendler Marketing Award in 2005 / 2006.
- Implemented ingenious strategies and plans and successfully launched critical care, cardiology and oncology pharmaceutical drugs.
- Developed and put into effect training app and system in addition to launched Newsflash internal training podcast and video tool.

## Career Experience

### PharmaBranding & Beyond, Wien, Austria

01/2015 – Present

Owner & Executive Director Interim Management & Consulting

Administer life science consulting activities, interim management and project management sales, medical marketing, communications and medical affairs activities.

- Provided pharma-market business development consulting services for AIM group, 2015
- managed Bristol-Myers Squibb immune-oncology information and communication programme for cancer nurses and patients 2015/2016
- Directed Amomed Pharma intensive care products prelaunch from March 2016 to September 2016.
- Serves as project lead on non-interventional study in seven countries for Amomed Pharma. At present

**Amomed Pharma GmbH, Wien, Austria**  
International Scientific Manager & Knowledge Architect

04/2019 – 04/2020

Built KOL networking channels and coordinated meetings with advisory board, publications, and medical scientific liaisons. Managed market access functions including reimbursement of dossiers and examination of pharmacoeconomic activities. Drove medical informations and content creation activities for intensive care medicine and cardiology digital channels.

- Collaborated with Institute of Microtraining and created Amomed Learning App and Amomed international training system.
- Developed conceptual symposia programs and briefed keynote speakers during international congresses.
- Implemented Amomed training system for medical and product training of sales teams.

**Amomed Pharma GmbH, Wien, Austria**  
International Senior Marketing Manager

09/2016 – 04/2019

Steered and organized brand management teams' operations in addition to training brand managers. Oversaw brand and all intensive care product associated operations. Developed entire product and brand strategy for product lifecycle and executed product functions according to brand plan. Coordinated advisory board, product educational events and congresses meetings, organized print and digital PR and media events, led product implementation and medical communication processes. Selected and communicated with service providers for agency events, promotional materials, website, and training tools activities. Ensured KOL activities execution, planned, and controlled product budget, and conducted market analysis and competitive intelligence research.

- Designed and developed product and Amomed website.
- Crafted print and digital brand material.
- Directed sales team with product, education and coordination of sales meetings positioning and promotional operations.

**Pharmaselect Handels GmbH, Wien, Austria**  
Business Unit Leader Ophthalmology & Hospital Products

05/2012 – 10/2014

Directed sales and marketing activities for ophthalmology, and neurology hospital products. Supervised sales team of four with one assistant and administered specialized Pharmaselect and hospital products strategies and plans to meet business objectives and accomplish budget goals. Executed sales and marketing functions, and conducted market and sales analysis, key account management, and budget control operations. Communicated with PR and media teams and experts for product events in addition to arranging product events and congresses.

- Led Cyrdanax (Dexrazoxan) in oncology hospital product launch in 2014.
- Managed Akistan Glaucoma generic launch, Aronta Uveitis launch, and Eprilexan neurology generic launch in 2013; achieved 9% growth in ophthalmology products.
- Boosted sales growth of 4% in ophthalmology products in 2012 and obtained €1,759M in sales.
- Spearheaded generic Gabatal neurology launch in May 2012.

**Novartis Pharma GmbH, Wien, Austria**  
Senior Product Manager (Respiratory & Bone)

09/2011 – 05/2012

Managed Pneumology and Osteoporosis marketing products operations in addition to Xolair asthma products, Tobi Mucoviscidosis products, Onbrez products, Seebri (COPD) products and Aclasta osteoporosis products.

- Directed Tobi's new Mucoviscidosis antibiotic inhaler launch.
- Oversaw Seebri and Ultiva (COPD) prelaunch.

**Orion Pharma GmbH, Wien, Austria**  
Central Europe Marketing Manager Critical Care, Austrian Affiliate Medical Information Officer

08/2009 – 08/2011

Oversaw critical care business operations in Austria, Germany, Switzerland, and Belgium. Directed critical care process teams including country sales manager, medical manager, and product manager. Administered sales and marketing critical care strategies and plans and executed inventive practices to develop and maintain continuous business improvement processes. Liaised intensive care specialists and cardiologists, managed Simdax products sales and marketing strategies in Central Europe region, and supported sales teams in implementing effective market segmentation, patient profiling, and marketing campaigns strategies. Coordinated periodical centers of excellence, subject experts, and advisory board meetings to promote and create new Simdax indication for preoperative usage in acute failure and cardiorenal syndrome functions.

- Managed Simdax (Levosimendan) acute heart failure products and served as global marketing team regional representative in Helsinki.
  - Implemented innovative strategies and increased Austria's Simdax sales by 10% during 10<sup>th</sup> year launch in 2010, achieved €7M in sales growth and was recognized for best marketing results internationally.
  - Bolstered German Simdax sales by €5M in 2010.
  - Spearheaded sales teams coaching in acute heart failure medical and marketing functions for teams in Germany, Switzerland, Belgium, and Austria.
  - Led prelaunch indications and functions for Dexdor (Dexmedetomidin) for intensive care medicine sedation activities.
- Additional Experience

**Cardiology & Nutrition Product Manager**, Abbott GmbH, Wien, Austria

**Head of Institute**, Trainforce Training Institute, Wien, Austria

**Cardiology Medical Manager (Blopress®)**, Takeda GmbH, Wien, Austria

**Medical Manager, Clinical Research Manager, Head of Pharmacovigilance**, Aventis GmbH (formerly Rhone-Poulenc-Rorer GmbH), Wien, Austria

**Clinical Research Associate**, Hoffmann La Roche GmbH, Wien, Austria

**Aspirantin**, Apotheke zur Kaiserkrone Pharmacy, Wien, Austria

## Education

**Master of Pharmacy in Pharmaceutical Chemistry, Pharmaceutical Technology, Pharmacognosy, Pharmacodynamics and Toxicology, Microbiology, and Biochemistry**

University of Vienna, Vienna, Austria

**Thesis: "Traditional Chinese Medicine", published at Schattauer Verlag**

## Qualifications & Certifications

Wholesaler License for Pharmaceuticals

Entrepreneurship Management Certification

Situational Leadership Training at MDI Training

Abbott Marketing Excellence Workshops

Hernstein-Seminar Negotiation Skills Training

Vienna University of Economics Marketing and Sales

## Affiliations

European Society of Intensive Care Medicine

Verband Angestellter Apotheker Österreichs