

## Personal information

Fadenstrasse 33  
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info@cornelia-rendler.com  
German  
Born 27th April 1967, Mittweida (Germany)



## Main achievements

- Experienced marketing professional with product launch and lifecycle expertise (small/large molecules) for Neurology, Oncology/Hematology, Nephrology and Dermatology
- Demonstrated the ability to grow the existing business and maintain successes in competitive EU G5 and international markets
- Convincing collaborator with excellent presentation, negotiation & relationship building skills
- Able to mobilize cross-functional teams
- Personal strengths (Clifton): achiever, strategic, activator, ideation, intellection

## Professional experience

### **Cornelia Rendler (GmbH), since April 2011**

#### Freelance Marketing Consultant

### **BIOGEN IDEC International, Zug (Switzerland), 2009 - 2011**

#### Senior Manager, International Commercial Operations Neurology, Nov. '09 - Mar. '11

- + Managed successfully multiple strategic projects, e.g. lead a cross-functional global team to work on a structured approach in key opinion leader management
- + Designed and executed an international conference *MS Expert Nurse Summit*
- + Implemented the Avonex® strategy in the international markets by various activities

#### Senior Manager Marketing, Global Oncology Commercialization, May '09 - Oct. '09

- + Implemented pre-launch activities for Lumiliximab, a new therapy for CLL in Hematology
- + Ensured internal launch preparation by different activities e.g. the development of an online medical training platform for Oncology

### **Merck Serono GmbH, Darmstadt, 2006 - 2009**

#### Head of Marketing Dermatology, Aug. '06 - Apr. '09

- + Secured market leadership of Raptiva®, reached plus 25% in sales after two years of stagnation
- + Provided the intellectual leadership for the product strategy
- + Fostered collaboration between marketing, medical and sales to optimize strategy implementation
- + Lead of marketing department (1 product manager, 1 assistant)

### **BIOGEN IDEC GmbH, Ismaning, 2002 - 2006**

#### Product Manager Neurology, Apr. '03 - Jul. '06

- + Executed product life cycle initiatives, e.g. launched successfully the Avonex® prefilled syringe
- + Enhanced marketing effectiveness by linking patient initiatives to the general Avonex® strategy
- + Lead a combined callcenter/internet project with 9 staff members dedicated to neurologists and patients, developed a patient marketing concept that became best practice for other international BIOGEN IDEC affiliates

#### Product Manager Dermatology, Jul. '02 - Mar. '03

- + Prepared launch of Amevive®, the first Biologic in Psoriasis
- + Developed promotional materials for physicians and patients
- + Planned and executed congress activities and national education meetings for dermatologists

## **AMGEN GmbH, Munich, 2000 - 2002**

### Associate Product Manager Nephrology, Jul.'01 - Jun.'02

- + Implemented premarketing and marketing activities for Amgen's blockbuster Aranesp®
- + Created promotional and scientific materials for Nephrologists
- + Launched an AMGEN-specific educational tool for Nephrology

### Marketing Analyst Nephrology, Apr.'00 - Jun.'01

- + Planned, coordinated and executed national quantitative and qualitative market research activities (e.g. market surveys, conjoint analyses, positioning testing)
- + Delivered forecasts and latest estimates for Aranesp® in Renal Anaemia treatment
- + Analyzed competitor activities and future market potential in Nephrology

## **GlaxoWellcome GmbH, Hamburg, 1991 - 1996**

### Sales Representative, Clinical Sales Force

- + Sold innovative products e.g. Zovirax®, Panorex® and exceeded sales goals in every year of staff membership
- + Launched several products in Neurology, Dermatology, Oncology and Anesthesia

## **“Löwen-Apotheke” Pharmacy, Waldheim, 1989 - 1991**

### Pharmaceutical Engineer

- + Manufactured pharmaceutical recipes and dispensed products on prescription
- + Provided patient counseling in health/disease related questions

## **“Hirsch-Apotheke” Pharmacy, Mittweida, 1985 - 1986**

### Pharmacy Assistant

- + Dispensed pharmaceuticals on prescription to patients and health care providers

## **University/Education**

### **Berlin School of Economics, Berlin, 1996 - 2000**

- + Degree: “Diplom Betriebswirtin (FH)”, business diploma, study emphasis: Marketing
- + Thesis: “Structure and competitive dynamics at the Over-the-counter (OTC) market – A comparison of the American, German, English and French market.”

### **Pharmaceutical college, Leipzig (“Ingenieurschule für Pharmazie”), 1986 - 1989**

- + Degree: Pharmaceutical Engineer
- + Study emphasis: Pharmaceutical technology, manufacturing and pharmacology

### **Pharmacy „Hirsch-Apotheke“, Mittweida, 1983 - 1985**

- + Trained as Pharmacy Assistant (“Apothekenfacharbeiterin”)

## **Practical studies**

### **Internship, Bank “Bankgesellschaft Berlin”, London, 1998**

- + Analyzed the international competitor marketing activities for the Project Finance team

### **Internship, Lawyers office “Kreindler & Kreindler”, New York, 1997**

- + Sponsored by the Work and Travel US Program of the Council on International Educational Exchange

## **Additional information**

- + Language skills: German – mother tongue; English – excellent, Russian – basic knowledge

## **References upon request**