

Senior Scientific Marketing Manager Europe, Molecular Dx

Experiences

Senior Scientific Marketing Manager Europe - BECKMAN COULTER MOLECULAR

Since Feb 2014

- In charge of KOL management :
 - set-up partnership with KOL among Europe in virology and molecular diagnostics field
 - Creation of advisory board for molecular viral load testing
 - Preparation of publication plan in collaboration with KOL and R&D group.
 - Leading 10 beta sites in Europe for clinical studies on Veris system (Molecular Dx system)
- Build product positioning of Veris
 - Interpret quality of analytical results and workflow data
 - Develop molecular biology value proposition

Marketing Manager Clinicals - BECKMAN COULTER France

2013 – Feb 2014

- Head of product management (4 Product Managers)
- In charge of following products lines :
 - Immunoassays (DxI)
 - Biochemistry (Synchron & AU)
 - Hematology (DxH)

Marketing Manager Europe Middle-East Africa India - ABBOTT IBIS BIOSCIENCE

2012 – 2013

- Marketing plan for a new breakthrough technology (PLEX-ID) for broad detection of pathogens
- Adoption plan including generating data and information on :
 - workflow improvement on laboratory productivity
 - HEOR impact (diagnosis and treatments costs, length of stay in hospitals,..)
 - awareness by physicians (pneumologists, ID physicians, ICU)

Sales & Marketing Manager Virology and Transfusion - ABBOTT DIAGNOSTICS France

2005 – 2012

- Development of marketing/sales strategies for PRISM and ARCHITECT systems in transfusion.
- Negotiation of national contract with Etablissement Français du Sang ; 100 MM\$ for 4 years.
- Market share in transfusion increased from 60% in 2005 to 100 % in 2012.
- Strong relationship with KOL in virology area, especially in hospital, university labs and reference private labs.
- Lobbying activities with health authorities, scientific societies...

Scientific & Regulatory Affairs Manager - ABBOTT DIAGNOSTICS France

1999-2004

- Approval process of all new IVD assays to AFSSAPS (french health authority) :
 - Regulatory studies.
 - Preparation of submission dossiers.
- In charge of relationship with health authorities (AFSSAPS, DGS, EFS, Ministry of Health) and KOL.
- Regulatory approval of more than 100 immunoassays.
- Management of 4 scientific, regulatory and quality specialists.

Education

- PhD in Molecular Biology (University of Orsay, Paris XI), 1991
- Post-Graduate of Biology (University of Orsay, Paris XI), 1987
- Master of Molecular Biology (University of Orsay, Paris XI), 1986