

## Personal Profile und Curriculum Vitae

Name: Rolf-Peter Koch  
Address: Bruchland 4, 45133 Essen  
Telephone: 0201/6485471  
Mobile: 0152/24069176  
E-mail: [rolfpeterkoch@web.de](mailto:rolfpeterkoch@web.de)  
Homepage: [www.rolfpeterkoch.de](http://www.rolfpeterkoch.de)



Date of Birth: May 23, 1960  
Nationality: German  
Marital Status: married, 2 adult children

### **Personal Profile:**

My professional experience and my personal interests enable me to handle difficult tasks in changing markets.

My main emphasis in all my projects has always been on developing the abilities and skills of my direct and indirect reports.

My expertise is well balanced between job-related-skills (Marketing and Sales Expertise in FMCG, OTC and Rx-Markets, Category Management) and important meta-skills (Leadership Skills, Negotiation Skills, Change Management Experience, Organisational Development, Psychological Expertise)

State-of-the-art science, Evidence Based Management and a pragmatic hands-on mentality are important aspects in all my projects.

### **For my clients this results in:**

- A professional support in all marketing- and sales-projects with sustainable results.
- We work on direct success factors and achieve quick returns.

This applies to all qualification initiatives with marketing and sales teams as well as for projects in interim management.

**As Interim Manager and Consultant I covered - among others - the following tasks:**

- Successful completion of targeting projects (Doctors and pharmacies),
- Improvement of brand presentation via Category-Management-Projects
- Development of professional Sales-Monitoring-Tools
- Implementation of concepts for Key Account Customers such as wholesalers and independent pharmacy-cooperations.
- Sales Cycle Planning: planning and execution of sales cycles for doctors and pharmacies
- Long term qualification projects for pharmacy and detailing forces. Starting from train-the-trainer-projects (Coaching skills for Sales Managers) to trainings and coachings for Field Forces. (> 20 projects in 12 years)
- Introduction of CRM-Systems. (Total of 4 in 15 Jahren)
- Development of pay-for-performance-systems (sales allowances)
- Synchronisation of tele sales (inbound, outbound) with all Field Force activities.
- Qualification of Leadership Skills for Sales Managers (Regional Sales Managers and Key-Accounters)
- Change-Management Projects (Integration of merged and acquired companies as well as reorganisation projects)

My customers benefit from my comprehensive experience in Health Care (OTC, OTX, RX, Phyto-Products, Generics, Parallel-Imports, Cosmetics, Wholesalers) and beyond (FMCG, IT, Investment-Goods).

A Best Practice Transfer from different industries allows me to bring a creative out-of-the-box-thinking-philosophy to all measures taken.

I guarantee a high quality of all my projects and first and foremost a quick and excellent execution and immediate results.

## **Education and Qualification:**

2015-2017 **Master of Cognitive Neuroscience**

Academy of Neuroscience, Köln, academic tutor: Professor Roth,  
University of Bremen

Master thesis: Human motivation between popular science,  
psychological assumptions, and neuroscience.

1980-1986 **Diplom-Ökonom**

Schumpeter Business School University of Wuppertal  
Business Administration and Management Science

Subjects: Planning, Organisation, Organisational Development and  
Marketing, Consumer Psychology

## **Additional Training:**

Business Correspondent in English (1985)

Certified Medical Representative (required under German Law) (1998)

Pharmareferent

## **Job-Experience:**

Since 2013 Interim-Management  
(in addition to consultant)

**2022: Head of Marketing and Sales, Bionorica SE**

Operative Head of Marketing Sales for the German  
Business of Bionorica, January to April 2022

**2021: Head of Field Force Stada Consumer Health**

Formation of an OTC-Generics-Field-Force,  
Recruitment and skill development.

Fine-Tuning of sales allowance system, sales strategy and  
operative execution of marketing and sales plans.

February to August 2021.

**2014/2016: Executive Consultant, Dr. Scheffler:**

Formation of a complete sales organisation from scratch.

**2013/14: Sales-Project-Manager, Omega Pharma:**

6 month

Since October 2009	Freelance Sales-Force and Marketing Developer Consultant, Trainer und Coach (FMCG, OTC, OTX, Rx, Generics, Re-Imported-Pharmaceuticals, Cosmetics)
October 2008 bis Sept. 2009	Key Account – und Partner-Manager, Pharmatechnik GmbH & Co. KG, Starnberg
Aug. 2004 to Sept. 2008	National Sales Manager, Bayer Vital GmbH, Germany
Aug.1998 to July 2004	Regional Sales Manager Channel Management. Bayer Vital GmbH, Germany
May 1996 to June1998	Regional Sales Manager OTC and STS (Diabetes Self Testing Systems), Bayer Vital GmbH, Germany
January 1995 to April 1996	Regional Sales Manager and Regional Key Account Manager Mass Market und OTC, Bayer Vital GmbH, Germany
August 1993 to Dec.1994	Category Director Analgesics, Bayer Vital GmbH, Germany
June 1990- July 1993	Brand Manager Aspirin, Bayer Vital GmbH, Germany
April 1989 to Mai 1990	Assistant Brand Manager Aspirin, Bayer Vital GmbH Germany (included Sales Force Assignment)
January 1988 to March 1989	Brand Assistant, Wick Cough Drops, Procter & Gamble, Germany
Sept. 1986 to Sept. 1987	Marketing- und Sales-Traineeship, F.H. Faulding Ltd., Adelaide, Australia

**Languages:**

- German: native speaker
- English: full professional proficiency
- French: basic skills

**My USP:**

I combine a high degree of strategic clarity and a scientific background with pragmatic “hands-on” abilities. With excellent communication skills I invariably get my message across thereby convincing people to accept challenges and changes.

**My Motto: (in pharma sales organisations this is still a vision)**

Successful salesmanship is Joint-Venture-Selling. Sales reps and customers consider their mutual business as a joint venture with chances to grow and responsibilities for achieving growth on both sides.

Essen, May 16, 2022



Rolf-Peter Koch