

Udo Kienast (ukienast@gmx.de)



*: 15.01.1965 in Königs Wusterhausen (Brandenburg)

Resume

Desired position: **CEO, Commercial Lead**, Germany

Preferred industries: Pharmaceutical Industry, Biotechnology, Medical Cannabis

Professional Experience

2020 - today **Kienast Consulting & Management (KCM)** **Heidesee**

Founder & CEO (www.kienast-consulting.de)

- v **Consulting**, especially for startups, transferring more than 30 years of pharmaceutical experience in new medical business and companies
- v **Events**, development, organisation and review, especially for the pharmaceutical industry
- v **Interim management**, start with consulting solutions together and prepare the future
- v **Teaching and training** for first and second level management and employees, lessons in university and college
- v External **Information Officer** (§ 74 a) AMG) and external **Compliance Officer**
- v **Current projects:**
 - Consulting in Cannabis industry and other startups
 - Consulting in Rare Disease
 - Recruitment and training (sales force, medical, marketing)
 - External Compliance Officer
 - External Information Officer
- v **Representation** for Vayamed in various associations, committees and working groups
- v Intensive national (some international) opinion contacts in the area of pain and other primary care indications

2020 - today **Vayamed GmbH (Sanity Group)** **Berlin**

Director Sales & Information Officer (§ 74a AMG), start as Head of Commercial

- v Onboarding sales force with 2 Business Manager (first line reports) for Germany
 - Training and Development
 - Support for Marketing
- v Cooperation with other pharmaceutical companies and medical associations
- v Support for Legal and Compliance, Consulting the management
- v Development of new education tools (face to face and e-detailing) for cannabis

2012 - 2019 **Pfizer Pharma GmbH** **Berlin**

Manager Customer Education

- v Onboarding a lease force (ca. 100 employees [second line] and 5 first line reports in Germany) and project management (budget responsibility and Contracting)
- v Cooperation with various other pharmaceutical companies, joint projects were developed and presented to the general public; Speaker of the German industry council of Pain Association
- v Head of education (www.meet-pfizer.de) of doctors and nurses, including management of the Scientific Advisory Board and other associated experts
- v Development of new education tools (face to face and e-detailing) and integration of advanced education in the multichannel marketing strategies
- o University teaching position for ethic at the Goethe University in Frankfurt/M

2009 - 2012 **Pfizer Pharma GmbH** **Berlin**

Sales Director Primary Care East Germany and Indication-Director Pain Products Germany, Member of Primary Care Leadership Team Germany

- v Management of the sales force (about 100 employees [second line] and 10 managers [first line]) in East Germany with full sales and budget responsibility (P&L) for all products and investments in Primary Care
- v Germany-wide marketing responsibility and guidance of the Country Brands Leads to Pain products including responsibility for the sales plan of operations
- v Deputy Project Lead at successful defense reference price group pregabalin
- v Established a neutral medical education academy (meet), development of brand in the industry

- v Guidance of an expert panel of associated experts for education of health professionals (including physicians)
- v Participation in and / or management of various projects in the field of primary care and business change (e.g. painDETECT)
- v Representation for the Pfizer Pharma GmbH in various associations, committees and working groups, spokesman for the industry advisory board of the German Pain Society
- v Intensive national (some international) opinion contacts in the area of pain and other primary care indications (e.g. CV)
- v Health Consultant (University of Essen)

2007 - 2009 Pfizer Pharma GmbH Karlsruhe and Berlin

Sales Director Primary Care Berlin / Brandenburg & Mecklenburg / Vorpommern

- v Management of the sales force (about 100 employees [second line] and 9 first line managers) of East Germany with full sales and budget responsibility for all products and investment in Primary Care
- v Completion 2007-2009 with 1st place in Germany compared
- v Participation in and/or management of various projects in the field of Primary Care and Business Change

2006 - 2007 Pfizer Pharma GmbH Karlsruhe

Pilot Manager 4F

- v Responsibility for 3 regional managers and 40 employees
- v Test of a new distribution model in the Berlin/Brandenburg
- v National and international presentation of the experience of the new distribution model

2001 - 2006 Pfizer Pharma GmbH Karlsruhe

Regional Manager Millenopharm

- v Local sales and budget responsibility for the pain Products
- v Guidance of 12-16 employees

1994 - 2001 **Pfizer GmbH (Animal Health)** **Karlsruhe**

Regional Head of Companion Animal

- v Regional sales responsibility for the products of companion animals (dogs / cats / horses) for 50% of Germany (from Rostock to Garmisch)

- v Leadership of 7-12 employees

1990 - 1994 **Pfizer GmbH (Animal Health)** **Karlsruhe**

Sales rep. for Animal Health products in East Germany

1989 - 1990 **District Institute of Veterinary** **Potsdam**

Veterinary Medical Field Service

- v Sheep herd health service of the BIV Potsdam

Education

1991 - today: various trainings and education management

1986 - 1989: College of Veterinary Medicine Beichlingen

- v Veterinary science with engineering degree in veterinary

1985: Practicum in Pelztiergesundheitsdienst Leipzig

1983 - 1985: military service in the NVA of the GDR Potsdam

1983: General qualification for university entrance Königs Wusterhausen

Interests:

Sports (especially football)

Water sports (especially scuba diving but also canoeing, sailing and others)

My family and my pets