

CURRICULUM VITAE

PERSONAL DATA

Name: Dr. Carsten Enk
Date of birth: Nov 4th 1969
Nationality: German
Marital status: Married, three children



CONTACT

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Germany
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EDUCATION / TRAININGS

09/89 – 05/01 Lab technician – Diplom-Biologe (M.Sc.) – Dr. rer. nat. (Ph.D.)
(Biology and Business Administration)
in Berlin, Cambridge, Kiel, Göttingen

Ongoing in Marketing, Management, Leadership
with Roche, B. Braun, Daiichi Sankyo, INSEAD, St. Gallen et al.

LANGUAGES

German: Mother tongue
English: Business fluent
French: Good proficiency
Spanish: Good proficiency

PROFILE

- Entrepreneur personality
- Inspiring leader / people manager
- Strong strategic, decision-making and implementing capabilities
- Skilled stakeholder manager
- Get everybody on board and get things done
- Outstanding business knowledge in omnichannel marketing, customer experience excellence, sales and business development
- 15+ yrs in marketing, sales, product and business development in Pharma Rx, Gx, medical devices in SMEs, medium and large global companies
- 5+ yrs in medical-scientific research and management consulting

since 07/20



Daiichi Sankyo Europe GmbH, München

Head of Cardiovascular Europe / Head of Customer Experience Europe

- Member of extended Management Board of Daiichi Sankyo Europe, P&L co-responsibility
- Lead HQ brand team and HQ cross-functional team and affiliate Commercial Directors in Europe
- Commercial responsibility with DSE and affiliates by defining and aligning the strategy, goals and strategic direction for brands
- Drive customer engagement strategies and implementation – optimize customer journeys and experience, persona-tailored modular content approach, omnichannel marketing, innovative digital solutions and external partnerships (test & treat)
- Define and follow up targets for brand to optimize business performance, establish and guide cross-functional and affiliate implementation
- Lead cross-functional cooperation for the brand and drive collaboration with affiliates and distribution partners to deliver commercial success
- Lead LCM and develop initiatives to optimize value until LOE

06/21 – 06/23



Daiichi Sankyo Europe GmbH, München

Lead of Customer Experience Excellence (CX Transformation)

- Lead HQ cross-functional and affiliate cross-functional team
- Develop and implement new go to market model and end-to-end customer experience approach to allow understanding our customers better and delivering best customer experience: advanced analytics, data based, continuous testing of customer engagement activities
- Establish monitoring of customer experience using a standardized CRM platform and approach to measure experience resp. satisfaction to allow corrective measures (closed-loop approach)
- Develop and establish comprehensive KPI dashboard to analyse and drive business decisions: business, customer and employer metrics

12/19 – 06/20



Daiichi Sankyo Europe GmbH, München

Brand Director Cardiovascular Europe

- Drive development and implementation of the European brand strategy
- Drive development and implementation of marketing programs and initiatives together with affiliates
- Drive cross-functional support of affiliates
- Evaluate and drive commercialisation of potential life cycle candidates in line with business development strategy

08/17 – 06/19



hameln pharma plus GmbH, Hameln

Head of Corporate Marketing and Portfolio Management

- Lead corporate cross-functional team, P&L co-responsibility
- Develop and implement corporate identity strategy
- Develop and implement marketing & sales strategy for product portfolio
- Develop marketing plans and drive execution in line with strategy
- Analyse and evaluate growth potential of existing product portfolio and initiate appropriate measures
- Identify new drug candidates and realise business potential in line with business development strategy

01/11 – 07/17

B. Braun Melsungen AG, Melsungen

**Global Marketing & Sales Director** (Hospital Care)

- Lead global Sales Managers and HQ cross-functional team and affiliate Marketing Managers
- Develop global commercial strategy and ensure implementation with global Sales Managers, including entire marketing mix global and local
- Develop and ensure implementation global pricing strategy, market access strategy and country organisation commercial objectives
- Identify and evaluate opportunities to extend product portfolio, initiate product development resp. in-licensing
- Review country organisation business performance
- Develop and compile strategic demand planning and coordinate with Supply Chain Management

07/06 – 09/10

Roche Pharma AG, Grenzach-Wyhlen

05/09 – 09/10

**Head of Marketing Nephrology & Transplantation** (Specialty Care)

- Lead marketing teams and cross-functional teams (Marketing, Sales, Market Access, Medical)
- Realise sales potential of the respective products (CellCept®, Valcyte®, Mircera®)
- Develop business unit marketing strategy, consolidate marketing plans, ensure implementation, P&L management
- Develop and implement measures to increase efficiency after merger and reorganisation of business unit
- Contribute to international strategies and concepts as member of International Business Team
- Develop cross-BU initiatives to ensure market access, optimal pricing and reimbursement

10/08 – 04/09

Lead of Reorganisation Business Units (Marketing & Sales Excellence)

- Lead regional Sales Team Leads and Marketing Team Leads
- Identify with sales and marketing teams opportunities and challenges to increase efficiency in marketing & sales
- Define objectives for restructuring and achieve commitment of regional Sales Team Leads and Marketing Team Leads for change management
- Analyse market and customer potentials, define marketing & sales processes and design, define allocation and responsibilities of supporting business units to improve sales excellence
- Define sales force structure, target customers, calls, frequency; realign sales force teams according to objectives and strategic focus

07/06 – 04/09

Product manager Tamiflu® (Infectiology / Primary Care)

- Lead cross-functional product team (Marketing, Market Access, Sales, Medical)
- Develop strategy and measures for Tamiflu® in industrial pandemic plans / product relaunch in HCP and patient segment
- Identify and evaluate trends, opportunities and threats, sales potential and target groups, market and competitor analyses
- Monitor and assess brand budget and sales development resp. KPIs
- Collaborate with International Business Team to develop and align global strategies

05/03 – 06/06



Orion Pharma GmbH, Hamburg

Product manager Franchise Stalevo® / Comtess® (Neurology)

- Product launch and positioning of Stalevo® in a competitive, highly regulated market (pricing, reimbursement, positioning)
- Manage Stalevo® and Comtess® with franchise marketing mix
- Contribute to Global Brand Team and strategic business partner
- Plan and implement marketing measures with product team (marketing, sales, medical)
- Train and guide sales force on product strategy and promotion
- Sales rep / Customer Engagement Manager

08/01 – 04/03



Managementberatung GmbH

ACTIO Managementberatung GmbH, Düsseldorf

Management consultant

- Consulting in various industries e.g. medical devices and engineering industry, automotive supplier
- Develop strategies, concepts and structures to improve clients' performance and competitiveness

03/98 – 08/01



MAX-PLANCK-GESellschaft

Max-Planck-Institute of Experimental Medicine, Göttingen

PhD-fellow (Molecular Neurobiology)

Honors & awards

06/23

**CX Elite Award for Best in Pharma CX at XI Forum 2023**

InMoment, the world's leading provider of Experience Improvement (XI)[™] solutions, is pleased to announce that Daiichi Sankyo Europe GmbH was honoured with the CX Elite Award for Best in Pharma CX at XI Forum 2023. The CX Awards recognise outstanding CX performance by companies to serve as role models and incentives for other brands.

Bovenden, July 2023

Dr. Carsten Enk