BETTINA FUCHS

MARKETING & SALES EXPERT

PERSONAL

kontakt@bettina-fuchs.de

+49 172 6663632

Marburger Straße 23,
D 35043 Marburg

QUALIFICATION

| EDP

Microsoft 365 Apps

SMART TIME

WebIC

DMS

Workday

| SKILLS

P&L Responsibility

Turnover- & EBITDA Growth

Leadership

Change-Management

Organization Development

Business Strategy

Strategic Planning

PROFESSIONAL CAREER

SELF-EMPLOYMENT EXECUTIVE MARKETING & SALES PHARMA
Since 11/2025

- Rx & OTC products

SENIOR DIRECTOR MARKETING DACH & SALES DE PHARMA/AUTHORIZED REPRESENTATIVE
Weleda AG, Schwäbisch Gmünd | 06/2024 — 10/2025
Certified natural cosmetics, food supplements, medicinal products, remedies
64 Mio.€ Sales responsibility I Staff: 70

- Building the Business Unit Pharma DACH incl. P&L responsibility
- Digitization, product launches & focus on double-digit growth

FULL TIME QUALIFICATION CHANGE MANAGEMENT 4.0 LEVEL ADVANCED
HABMANN AKADEMIE | 08/2023 – 05/2024

CEO
Caesar & Loretz GmbH, Hilden & Bonn | 03/2023 — 07/2023
API, Narcotic, Chemical & Galenical Products, Ointments & its basics, Oils, Drugs, Tea Blends
38 m€ Sales Responsibility I Staff: 265

- Operational management of the entire company
- Stabilization of the Supply Situation
- Development of OTC, medicinal Cannabis- & ointment business

DIRECTOR BUSINESSS UNIT PHARMACY, DACH
Sidroga GfG mbH, Bad Ems | 01/2017 — 02/2023
Drugs, Medicinal Products, Food Supplements
47 m€ Sales Responsibility I Staff: 70

- Management & consolidation of Marketing, Sales Force, Key Account Management & Customer Service in the DACH region
- P&L responsibility for the BU Pharmacy
- Improvement of structures & alignment for the increase in sales & EBITDA

SELF-EMPLOYMENT MARKETING & SALES PHARMA
02/2016 — 12/2016

- For Rx & OTC Products (medicinal products, remedies)

SENIOR DIRECTOR MARKETING
Sanofi Pasteur MSD GmbH, Berlin | 12/2014 — 01/2016
Vaccines
>200 m€ Sales Responsibility I Staff: 7

- Responsibility of all strategic & operational marketing work
- Management of product management, digital marketing, congresses/events & sales force training
- Creation & implementation of business reviews, 5-year plans, product & franchise strategies

BETTINA FUCHS

MARKETING & SALES EXPERT

QUALIFICATION

| SKILLS

Business Reviews

Brand Building

Product Positioning

National & international launch

Sales Management

Key Account Management

Goal-oriented

Self-initiative

Resilience

Persistence

Stress Resistance

Flexibility

Communication Capabilities

PROFESSIONAL CAREER

HEAD OF MARKETING
Trommsdorff Arzneimittel GmbH, Alsdorf | 09/2010 — 12/2014
Drugs, OTC Products, Gene Tests
>40 m€ Sales Responsibility I Staff: 14

- Establishment of solid marketing plans, product forecast & budget planning
- Consolidation of the business segment with pharmaceutical internet pharmacies & wholesaler cooperation for the purpose of sales growth
- Development of national & global marketing strategies, product positioning & pricing strategies

Positions at Novartis Vaccines and Diagnostics GmbH & Co. KG, Marburg | 01/1999 — 08/2010
Vaccines

HEAD OF COMMERCIAL SUPPORT
10/2007 — 08/2010
>3 m€ Budget Responsibility I Staff: 40

- Management & consolidation of medical call center, customer service, CRM team & sales force support

AIDE TO THE BOARD OF MANAGEMENT
01/2005 — 09/2007

- Management & coordination of all administrative tasks, compliance themes and public relations of the Board of Directors

INTERNATIONAL PRODUCT MANAGER
06/2003 — 12/2004
>60 m€ Sales Responsibility I >1 m€ Budget Responsibility

- Development & successful implementation of international product & marketing strategy incl. launches for 28 countries.

NATIONAL PRODUCT MANAGER
11/2000 — 05/2003

- Highly successful product launch, with a market share of >90% in the first month of launch.

SPECIAL MEDICAL AIDE
01/1999 — 10/2000

- Scientific advisor to physicians and pharmacists. Lecturer for Healthcare Professionals.

PHARMACEUTICAL REPRESENTATIVE TO PHYSICIANS
Sankyo Pharma & Co-Pharma Außendienst GmbH, München | 04/1998 — 12/1998
Drugs

MANAGEMENT POSITION
Various positions in Scandinavian furniture shops, Gießen | 03/1995 — 03/1998

BETTINA FUCHS

MARKETING & SALES EXPERT

LANGUAGES

GERMAN (mother tongue)

ENGLISH (fluently)

EDUCATION

DEGREE IN BIOLOGY
Justus Liebig University Gießen |
1988 – 1994

MASTER OF BUSINESS ADMINISTRATION
Technische Hochschule Mittelhessen | Pfeiffer University Charlotte, North Carolina, USA
2004 – 2006

FURTHER EDUCATION

CHANGE MANAGER 4.0 LEVEL ADVANCED
HABMANN AKADEMIE | 08/2023 – 05/2024

EXECUTIVE GENERAL MANAGEMENT
ST. GALLER BUSINESS SCHOOL | 11/2022

TEAM- & CONFLICT COACH
CCC professional | 02/2015 – 09/2015

GRADUATED SYSTEMIC COACH
CCC professional | 05/2014 – 01/2015

NLP PRACTITIONER
DVNLP | 01/2014 – 01/2015

MEDIATOR/ORGANISATION DEVELOPMENT
inmedio | 01/2013 – 11/2013

CERTIFIED TRAINER persolog PERSONALITY MODEL
persolog | 05/2013

HOBBIES

Sport

Outdoor Activities

HONORARY POST

MENTOR
Healthcare Frauen e.V.

Since 2021

REPRESENTATIVE OF STAKEHOLDERS
Volksbank Mittelhessen

Since 2018

Marburg, 25.11.2025

Bettina Fuchs