

CURRICULUM VITAE

PETRA BUCHINGER, BSc MSc

Biomedical Scientist, Bachelor of Science
Life Science Sales Expert
Regulatory Expert MDR / IVDR, PRRC
Certified Project Management Associate IPMA Level D®
Certified Interim Manager
Business Consultant
Certified Mediator
Certified Coach (ISO 17024)
Master of Science in Supervision and Coaching (OEVS)
Certified Professional Trainer (ISO 17024)
NLP Trainer
Lecturer at several Universities of Applied Sciences
Certified Life and Social Counselor (Psychological Counselor)

Rosensteingasse 45/3/28
A-1170 Wien, Austria

Born March 29, 1969, in Amstetten
Nationality: Austrian

T. +43 664 512 3068
pb@buchinger.org
www.buchinger.org

PROFESSIONAL EXPERTISE

35 Years work experience in the Health and Life Science industry
Strong expertise in building long, sustainable business networks
Excellent Life Sciences networks
Strong customer and service orientation
Entrepreneurial action & strategy focus
High motivation and resilience
Assertiveness and leadership competence
Strong social competence and communication assets
Decision maker
Always ready for innovation and learning

STRENGTHS AND PASSIONS

Multi-perspective approach
People focus
Grow business and people
Ethical business
Cultivate knowledge and wisdom
Personal responsibility
Full accountability
Learning and transformation from crisis
Outdoor sports



PROFESSIONAL CAREER AND SELECTED CUSTOMER PROJECTS

Since 2012 **Founder and Director of „buchinger^a Life Science Solutions“**
MultiSense Business Consulting & Coaching for Life Sciences
www.buchinger.org

Consultancy and Interim Management for Life Sciences

- Business development and acquisition
 - Sales development and management
 - Process management
 - Project management
 - QMS setup and implementation (ISO 13485)
 - Cooperation and relationship management
 - Conflict counseling and business mediation
 - Team and organizational development
 - Leadership and personality development
 - Ethical business practices
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12/2021 - 03/2022 **Astellas Pharma Ges.m.b.H. Austria, Vienna**
www.astellas.com/at

External Consultant and RIM Coordinator (Roll-Out of Global RIM Project, full responsibility)

- Implementation of RIM (Records and Information Management System) at Astellas Austria
- Close cooperation with the so called “RIM Champions” of the German affiliate (the pilot project was carried out here)
- Analysis of existing documentation of RIM processes from pilot project in Germany
- Adaption of RIM processes for each department within the Austrian affiliate
- Close cooperation and coordination with heads and team members of all departments (General Management, Facility Management, Human Resources, Pharmakovigilance, Finance, Sales & Marketing, Market Access, Quality Affairs, Regulatory Affairs, Medical, Ethics & Compliance, Logistics)
- Documentation of the new processes and development of training material
- Training and consulting of all employees about RIM and the new way of working

Since 11/2021 **Incantis GmbH, Germany**
www.incantis.de

External Consultant and Interim Support (International Projects for Medical Devices)

- QMS setup and implementation
- Support in setup and maintenance documentation (document control)
- Product Development
- Risk Management

02/2020 - 08/2020

Advanced Instruments, USA, no subsidiary in Europe (except UK)

www.aicompanies.com

dedicated to increasing productivity and ensuring quality in the biotechnology, pharmaceutical, clinical and food & beverage industries.

Consultant and Interim Senior Key Account Manager DACH (Germany/Austria/Switzerland, full time)

- Senior Key Account Manager for Biopharma and Biotech companies (Top five Key Accounts)
- Business development and sales development
- Cooperation with German/Austrian and Swiss distributor (2 different distributors)
- Support, supervision, coaching and training of the sales team (German distributor)
- Implementation and adaption of US marketing activities in the DACH region
- Assessment and evaluation of Go-to-Market strategy for Germany/Austria (decision to go direct in Germany/Austria in terms of sales, setup of a hybrid organization with German distributor)
- Recruitment of 2 account managers and 1 inside sales
- Cooperation and support of European distributors when required (BeNeLux, Denmark, Sweden)

Footprint: Successful holistic analysis of the current business situation and implementation of the resulting Go-to-Market model. Rapid sales increase.

Since 2017

University of Applied Sciences, different locations, Austria

www.fh-campuswien.ac.at, www.fh-gesundheitsberufe.at,

www.fh-burgenland.at, www.campusacademy.at

External lecturer (part time for various lectures) for Life Sciences and Health Sciences study programmes

- Leadership and leadership competence
- Consulting and coaching competence
- Mediation and conflict competence
- Self-competence and social competence
- Sales training for beginners and advanced

Footprint: Train and support students in critical and holistic thinking to achieve and strengthen responsibility and empowerment.

Since 2016

**Selection of further and ongoing projects and customers at buchinger^a
Life Science Solutions**

- Business coaching of entrepreneurs of different industries in the area of business plan, business development, sales development, marketing and sales strategy, personality development (B2B, B2C, 1:1 or 1:2)
- Career coaching and career development of individuals (employees or leaders at different levels) mainly from Life Science and Health organizations (1:1)
- Team training, team development and conflict consulting of transdisciplinary teams in a Molecular Plant Biology Research Institute (up to 15 people per team)
- Business consulting, sales and marketing consulting (Go-to-Market strategy), organizational development, leadership coaching for a start up Biotech company developing and selling diagnostic kits (B2B, direct and via distributors, 15 people)
- Supervision, coaching, training, team development and conflict consulting of individuals and multidisciplinary teams in the central clinical laboratory at an University Hospital after a re-location to new facility and a new Laboratory Head took over (in total 65 employees and leaders in different settings, 1:1 with employees and leaders, teams and groups of various sizes)

- Classical team supervision of employees in a social institution for physically and mentally ill people (team size up to 20 employees)
- Open talks, presentations and discussion groups for people working in Life Science and Health organizations (up to 75 people from different organizations, organized by myself), Talks at congresses (invited), Talks for employees within organizations (invited)

2011 - 2015

Blutzentrale (Blood Bank) Linz, Red Cross Austria

www.roteskreuz.at/ooe/blutspende/organisation/die-blutzentrale-linz/

External Consultant, Interim Key Account and Product Manager (strategy and implementation)

- Building a marketing & sales organization for in-house products and services
- Product development and management
- Strategic branding & market approach, plus supervision of implementation
- Market research and evaluation
- Identification of key accounts and opinion leaders
- Networking
- Key Account & cooperation management
- Negotiation and implementation of business and cooperation contracts
- CRM system identification and implementation
- Project team coordination
- Multidisciplinary team coaching and training (Focus on marketing and sales, internal and external communication and cooperation)
- Management Board consultancy and coaching

Footprint: Successful holistic professionalization and expansion of sales and marketing activities. Fast and long-term sales increase.

1999 - 2011

BD (BD Biosciences), www.bdbiosciences.com

Global medical technology company, market leader in flow cytometry

Key Account Manager, Austria

- Sales of cytometer instruments and reagents to routine and research customers
- Austria sales responsibility
- Austria marketing budget responsibility
- Forecasting; development, coordination and implementation of sales focused programs and actions
- Customer acquisition and key account management on all hierarchical levels
- Central customer contact
- Key project management, instrument demo organization, price, contract and offer management, tender coordination
- Multidisciplinary team coordination in Austria, Germany, Belgium and Switzerland (sales, technical service, application, marketing, customer service, scientific support, R&D)
- Change management (product, corporate, market)
- Sales partner management
- Organization and management of national and international events, workshops, and training courses
- European SAP/CRM Super user and internal trainer for Germany, Switzerland, and Austria
- Coordination and maintenance of customer database

- Extensive business travel in Austria, Germany, Switzerland, and Belgium
- Competitor analysis and market trend observation

Footprint: Building and expanding the market leadership of BD Biosciences Austria in all customer segments. Fast and long-term sales increase.

1998 - 1999 **Roche Diagnostics, www.roche.com**

Roche Molecular Systems, Rotkreuz, Switzerland

Technical Specialist and Trainer in International Technical Support (English speaking teams)

- Train the Trainer program (across Roche Europe), customer training at the International Training Center and on-site at the customer
- Technical support and troubleshooting for European Roche locations and customers
- Clinical trials discrepancy testing & backup testing
- Complaint handling, database management

Footprint: Successful setup and expansion of the International Technical Support Team.

1989 - 1998 **St. Anna Kinderkrebsforschung (Children's Cancer Research Institute)**

Vienna, www.kinderkrebsforschung.at, <http://science.ccri.at>

Leading biomedical scientist in stem cell research lab with FACS Core Facility

- Planning, coordinating, and organizing the implementation of a new lab
- Development, establishment, and optimization of lab methods
- Organization and coordination of all lab processes
- Validation of new technologies and products with customers and suppliers
- Talks and presentations of scientific papers, national & international (see list of publications)
- Organization and implementation of internal and external trainings
- Training and consultancy for scientific and clinical personnel (national & international)
- Student supervisor, supervisory of scientific master and PhD papers

Footprint: Setup and establishment of the internationally leading laboratory in the field of human stem cell research and clinical application.

PUBLICATIONS

Buchinger, Petra (2016). **Braucht Life Science Beratung? Empirische Untersuchung zu Bedarf und Inanspruchnahme von Beratung in Life Science Organisationen.** (Does Life Science need consultancy? An empirical study to investigate the requirement for and utilisation of consultancy in Life Science organisations), *published in: SUPERVISION: Theorie – Praxis – Forschung. Eine interdisziplinäre Internet-Zeitschrift.* 03/2016. Download (in German language) at www.fpi-publikation.de/images/stories/downloads/supervision/buchinger-braucht-life-science-beratung-empirische-untersuchung-bedarf-inanspruchnahme-supervision-03-2016.pdf

Please download a full list of publications at www.buchinger.org/publikationen.

RESEARCH

02/2015 - 02/2016 **Does Life Science need consultancy?** An empirical study to investigate the requirement for and utilisation of consultancy in Life Science organisations

Fundamental research for a master thesis in **Supervision and Coaching** at Danube University Krems, Austria

Please find further information on this research study at www.buchinger.org/forschung.

CERTIFICATIONS & MEMBERSHIPS

Since 06/2022	Certified Project Management Associate IPMA Level D® , www.pma.at
Since 11/2020	Certified Interim Manager , https://firmen.wko.at
Since 06/2018	Expert mediator of the Professional Association for Psychological Consultancy, www.lebensberater.at/mediation
Since 05/2018	Expert supervisor of the Professional Association for Psychological Consultancy, www.lebensberater.at/Supervision
Since 05/2018	Consultant for funded business consultancy of the Chamber of Commerce of Lower Austria, www.wko.at
Since 04/2018	Consultant for business consultancy of the Chamber of Commerce of Vienna, www.wko.at
Since 04/2016	Supervisor of the Austrian Federation for Supervision and Coaching, www.oefs.or.at
Since 11/2012	Coaching certificate according to ISO 17024, www.systemcert.at
Since 10/2012	Member of ARGE proEthik , www.wko.at
Since 08/2012	Mediator at the Ministry of Justice, www.mediatorenliste.justiz.gv.at
Since 06/2012	Business consultancy trade license , https://firmen.wko.at
Since 06/2012	Life and social consultancy trade license , https://firmen.wko.at
Since 12/2011	Certified professional trainer according to ISO 17024, www.systemcert.at

EDUCATION

02/2023 – 04/2023	Certificate programme Medical Software Specialist , en.co.tec Schmid KG, Vienna, www.encotec.at/
10/2022 – 03/2023	Certificate programme Regulatory Expert for medical devices and in-vitro diagnostics according to MDR / IVDR , Person Responsible for Regulatory Compliance (PRRC), en.co.tec Schmid KG, Vienna, www.encotec.at/

Since 05/2022	Training for Internet Acquisition & Online Marketing , www.comstratega.at
09/2021 – 09/2022	Preliminary lectures for the Dr. phil. doctoral programme at UMIT TIROL - Private University For Health Sciences and Health Technology GmbH, www.umat-tirol.at
04/2022	Certificate programme Quality & GMP , University of Applied Sciences Academy, Vienna, www.campusacademy.at in cooperation with Pharmig Academy, Vienna, www.pharmig-academy.at
01/2022	Sector-specific practical module Applied Life Sciences, Project Management , University of Applied Sciences Academy, Vienna, www.campusacademy.at
11/2021 - 12/2021	Certificate programme Project Management , University of Applied Sciences Academy, Vienna, www.campusacademy.at
10/2020	Training Course Interim Management at incite, Vienna, www.incite.at
11/2008 - 02/2016	Master of Science in Supervision and Coaching at Danube University Krems, Austria, summa cum laude, www.donau-uni.ac.at
03/2014 - 07/2015	Bachelor of Science in Health Studies: Biomedical Science. Scientific competences in theory and practice at fh gesundheit/University of Applied Sciences Tyrol, www.fhg-tirol.ac.at
06/2011 - 06/2012	Mediator diploma at institutkutschera, Vienna, www.kutschera.org
09/2011 - 11/2011	Project Management diploma at schmid & diamant academy, Vienna
02/2003 - 11/2008	Life & social consultancy diploma , at institutkutschera, www.kutschera.org
12/2005 - 01/2007	nlp-Resonance® Coach , at institutkutschera, Vienna, www.kutschera.org
12/2005 - 01/2007	nlp-Resonance® Trainer , at institutkutschera. Vienna, www.kutschera.org
09/2004 - 09/2005	nlp-Resonance® Master Practitioner , at institutkutschera, www.kutschera.org
02/2003 - 05/2004	nlp-Resonance® Practitioner , at institutkutschera, Vienna, www.kutschera.org in the framework of WIFI Vienna
02/2003 - 04/2004	Coach , at institutkutschera, Vienna, www.kutschera.org , in the framework of WIFI Vienna
1996 - 1997	Training in artistic photography , Vienna, www.schulefriedlkubelka.at
1987 - 1989	Medical technical assistant at Medical-Technical Laboratory Services, AKH Vienna (since 2005: Biomedical Scientist)
1983 - 1987	Matura at Krems Gymnasium/Secondary School, www.borg-krems.ac.at

MISCELLANEOUS SKILLS

German (native), English (fluent written & spoken), Italian (basic)

Excellent IT expertise, high IT affinity (all Windows & MAC programs, various CRM systems, databases)

Excellent technical understanding and affinity

Driver license

INTERESTS

Sports, healthy lifestyle, nature

Travelling, Photography

Personal development, conscious and mindful living

Philosophy