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Alexander Burstein

Objective

To build up the Austrian subsidiary or the CEE headquarters for a European, US/Canadian, Indian/Chinese/SEA pharmaceutical/biotech group.

To develop European business for an overseas pharmaceutical group or to develop overseas business for an European pharmaceutical group.

To develop new types of business, also cross-sectional and transnational, in all areas of healthcare business, considering all added value levels.

Work Experience

1999 to date *Sanova Pharma* (www.sanova.at)

Director Regulatory, Medical & Development Affairs

- More than 100 new products or line extensions added to portfolio, both in regard to Rx and OTC business.
 - Company pushed to the Nr. 1 pharmaceutical enterprise specialized in the marketing, sales and distribution of in-licensed products in Austria.
 - Network of more than 1,500 business contacts developed.
 - CRM system for development affairs purposes launched.
 - Pharmacovigilance system established.
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1991 - 1998 *Schoeller Pharma*

Director Division Pharma (and some other, previous executive positions in the field of marketing and sales)

- Modern marketing organization established.
 - Division Pharma (Rx) transformed to a highly profitable business unit.
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1989 - 1991 *Angelini (then CSC Pharmaceuticals)*

Director Sales

- Sales organization built up from scratch.
 - Successfully opened new target group, gynaecology.
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1983 - 1989 *Arcana (then Merck KGA)*

Sales representative

- Best performing sales rep.
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Management of Special Projects

1997 to date (in extracts)

- Communication (website, image brochure)
- Workflow (project management, diverse internal processes)
- Business (M&A, CEE assessment)

- International**
- 2009 *Europharm S.M.C. (www.europharmsmc.org)*
- **President**
- 2008 *Europharm S.M.C. (www.europharmsmc.org)*
- **Member of the Executive Committee and of the Board**
- 2008 *BIO-Europe 2008 (<http://www.ebdgroup.com>)*
- **Speaker** (“Innovative Marketing, Sales & Logistic Solutions for Healthcare Products in Austria/CEE”)
- 2001 *ENfCHP European Network for Consumer Health Products*
- **President**
- 2000 - 2001 *Rx-Alliance (www.rx-alliance.com)*
- **President**
- Education**
- 2008 and before *Further Education*
- Numerous high level professional education and training courses and seminars in the fields of marketing and sales, business economics, and specialized knowledge in several disciplines such as regulatory affairs, legal affairs, and personal skills.
- 2005 and before *Viennese Chamber of Commerce*
- Certificate to run a pharmaceutical manufacturing business as the statutory reliable representative
 - Certificate to run a medical device trading business as the statutory reliable representative
 - Education and final certificate to run a pharmaceutical trading business as the statutory reliable representative
 - Pharmaceutical sales representative certificate
- 1978 - 1980 *Polytechnic School for Hotel and Tourism*
- Final grade certificate - diploma
- Additional Skills**
- Languages
 - English – excellent professional working knowledge
 - German – native speaker
 - French and Italian – fair/basic working knowledge
 - Thai – beginner, etc.
 - Computers – good knowledge of the most common MS Office applications as Outlook, Word, Excel, Powerpoint, etc.
 - Driving licenses B (car) and A (motorbike)
- Interests**
- Active sports such running, hiking and skiing
 - Cultural pursuits such as theatre or visual arts exhibitions
- References**
- Available on request.