



**M E D I C A L B O A R D**<sup>®</sup>  
E X P E R T I S E I N L I F E S C I E N C E S

## CORE COMPETENCES & SERVICES

MEDICALBOARD possesses comprehensive expertise in the fields of medical- and biotechnology. With our clients we strive to answer questions pertaining to strategies and operations for today as well as to visualizing successful developments in the future. Furthermore, our commitment lies in ensuring implementation of our client's ventures. MEDICALBOARD offers a broad knowledge spectrum:

### Strategy / Business Development

- Analysis of business ideas and corporate strategies (Portfolio Analysis)
- Identifying and implementing new strategies
- Set- up and review of business plans
- Evaluate and build-up of new business areas

### Marketing & Sales / Market Development (B2B and B2C)

- Defining and implementing suitable strategies for marketing and sales
- Market- and competitor analysis
- Market research, e.g. interviews with key opinion leaders
- Preparation and execution of product launches

### Project Management

- (Interim) Project Management
- Support in creating packaging concepts for drug delivery (e.g. injection devices, combination products)
- Customized Trainings

## PARTNERS & KNOW-HOW

All partners of MEDICALBOARD possess well founded know-how and many years of experience in the Life Sciences Industry. They have acquired their knowledge in different types of corporate organizations like SMEs, global enterprises, start-ups and consulting companies. Their particular knowledge in the areas of Business Development, Marketing, Sales and Project Management complete the diverse and encompassing profile of MEDICALBOARD.

### Karina Candrian

She has profound experience not only in the medical devices industry, but also throughout the entire value chain, from strategic alignment, developing product ideas up to sales and distribution.



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### Ulrike Neuberger

Her expertise lies in strategic and operative marketing as well as in direct sales of B2B and B2C. She leads interdisciplinary projects in a professional and successful manner and individually coordinates your training needs.



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### Nila-Pia Rähle

Her core competences are the different areas of business development, as well as the leading and execution of cross-industry projects (Medtech/Biotech/Pharma).



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