
Dr. Gottfried Panhaus

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Date of birth: 24th June 1965
Nationality: German



KEY SKILLS

- Many years of very successful experience in strategic and operational marketing, business planning, tactical plan development and execution in pharmaceuticals mainly in the area of neurology (epilepsy, Parkinson's disease, restless legs syndrome, narcolepsy, migraine)
- Experience working in and leading different multidisciplinary, international teams involving the areas of marketing, sales, medical, market access and other functions
- Excellent knowledge of German health care market structures and market access procedures
- Up-to-date knowledge of health care markets in Austria and Switzerland
- Several years of successful sales experience in the office-based and hospital market
- Broad experience in omnichannel and digital activities
- Strong background in natural science
- Excellent communication skills including native German and fluent in English

PROFESSIONAL CAREER

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| 01/ 2011 - PRESENT | Independent Consultant |
| 09/ 2011 - PRESENT | Senior Brand Manager for UCB, Monheim, Germany <ul style="list-style-type: none">• Led and coordinated launch for antiepileptic drug Briviact® in Switzerland• Managed multiple product management activities in epilepsy, Parkinson's disease, restless legs syndrome and narcolepsy in German, Austrian and Swiss market• Led and launched several omnichannel marketing projects in neurology |
| 02/ 2016 – 12/2017 | Business Development Director for Amplexa Genetics, Odense, Denmark <ul style="list-style-type: none">• Enabling business entry in German market of genetic panel diagnostics in epilepsy |
| 05/ 2011 – 06/2011 | Consultant for Viro Pharma, Munich, Germany <ul style="list-style-type: none">• Developed tailor-made marketing plan for Buccolam® (antiepileptic drug) launch |
| 06/2010 – 12/2010 | Molteni Farmaceutici , Firenze, Italy
National Branch Manager <ul style="list-style-type: none">• Built the business of substitution therapy for heroin addicts in Germany from one Key Account Manager to a team of six employees incl. Medical Director, Assistant and Key Account Managers |
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- 10/2008 – 06/2010 **Janssen-Cilag, Neuss, Germany**
Disease Manager CNS
- Developed and supervised disease management programs in dementia and schizophrenia in cooperation with public health care insurance (AOK)
- 07/2005 – 09/2008 **UCB, Monheim, Germany**
Senior Product Manager Keppra®
- Planned, implemented and controlled the full marketing mix for market leading antiepileptic drug Keppra® including creating of sales strategies and detailing materials, PR-activities, congress activities, CME-events
 - Developed and organized multiple satellite symposia (up to 600 participants) and stand-alone symposia
 - Planned and implemented four line-extensions (Monotherapy, i. v.-formulation, children's registration, add-on registration for generalized epilepsies)
 - Actively participated in international project groups
 - Conceived and built a national patient program in epilepsy and various elements for patient information
- 01/2001– 06/2005 **Berlin-Chemie, Berlin, Germany**
Product manager
- Managed Pangrol® (gastroenterology), Sympal®, Berlosin® (both pain), Migrätan® and Allegro® (both migraine)
- 12/1999- 12/2000 **BASF Generics, Ismaning, Germany**
Junior Product Manager
- Managed proctological product line Sagitta® and phytopharmaca product line Kanoldt®
- 01/1998 – 11/1999 **Pharmacia & Upjohn, Munich, Germany**
Sales representative
- Represented company products (Detrusitol®, Cabaseril® and Edronax®) in office-based and hospital area for the indications Parkinson's disease, depression and urinary incontinence

EDUCATION

- 08/2012 – 02/2013 **Technische Universität Berlin**
- Certification in Health Technology Assessment
- 04/1986 – 04/1997 **Eberhard-Karls-Universität Tübingen**
- Ph.D. in organic chemistry (peptide- and protein chemistry)
 - Diploma in chemistry

HOBBIES / ACTIVITIES

- Inline-skating, running, cycling, traveling, reading, cultural activities
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