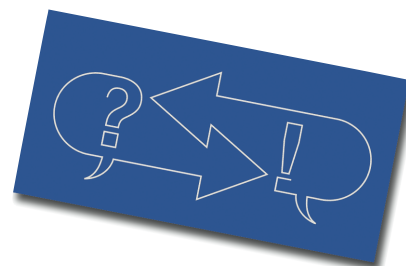




Tom Schröter

IT Consulting



Lorenzstr. 5
D 76135 Karlsruhe
Germany

Office +49-721 830 55 57
Fax +49-721 830 55 58
Mobile+49-151 275 275 59

tom@schroeter-consulting.de
www.schroeter-consulting.de

Born March 8, 1969, in Stuttgart, Germany
Grown up in the international environment in Brussels, Belgium

Education

1975 - 1988
German School of Brussels, Belgium

1988 - 1990
Bundeswehr, German Army
Reserve officer's career
Communications equipment specialist - commanding and training staff

1990 - 1996
KIT, Karlsruhe Institute of Technology: Studies of computer science
International project management and intercultural communication as supplementary studies

Professional experience

Independent management- and IT-consultant for the pharmaceutical industry since 1997

- Project management of IT-projects
- Customer relationship management (CRM) system consulting, support and vendor selection
- Rollout of European CRM system for major international pharmaceutical company
- Territory planning and performance analysis
- Sales support and analytics
- Clinical trial data evaluation and analysis
- Bespoke solutions in MS-Access
- Data mining and data matching
- Multilingual trainings

Languages

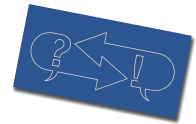
- German (native speaker)
- English (fluent)
- French (fluent)
- Dutch (fluent)

Certificate of proficiency in French (Technical and business French)
Université de Franche-Comté, Besançon, France

Certificate of proficiency in English (Technical and business English)

Strengths

- Communication (also intercultural)
- Structured and logical thinking
- Management and leadership
- International projects



Current Projects

since 10/2016

Beiersdorf AG, Germany

Project management CRM for Medical Management Team

- Project team member for integration of new CRM (Kantar Retail)
- Coordination of requirements for external vendor
- Technical support for data migration from legacy system
- Advisor to the general manager of Beiersdorf Dermo Medical GmbH

since 02/2014

Engel & Völkers AG, Commercial Real Estate Franchise

Project management Salesforce CRM

- Project management of a salesforce.com based CRM implementation
- Release planning and Vendor briefing
- Requirement management of franchising brokers
- Salesforce administration
- Reporting to the Board and CEO

since 11/2013

Kaizen For Pharma, Barcelona, Spain

Project management for a 360° Pharma commercial analytics platform

- Customer acquisition
- Local requirements definitions

since 01/2008

Allergan Germany

ACCESS solution: Monthly sales and performance reporting

- Integration of IMS sales data and salesforce.com reports
- Creation of specific management reports
- Sales reporting and KPI dashboards for sales force
- MS Excel pivot tool for data analysis

since 09/2006

J&J Vision (formerly: Abbott Medical Optics)

ACCESS solution: Monthly sales reporting

- Integration of external wholesaler sales and performance data
- Creation of specific management reports
- Sales reporting and KPI dashboards for sales force
- MS Excel pivot tool for data analysis

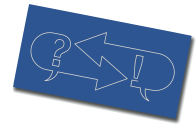
since 03/2006

Eyecons Consulting, Germany

Evaluation of data from clinical trials and observational studies

- Solutions in MS-ACCESS and MS-EXCEL for efficient analysis
- Data mining

, References available upon request



Selected accomplished projects

06/2015 - 12/2016

Beiersdorf AG, Germany

Project management CRM for Dermo Medical Sales

- Project management of IMS Health CRM implementation (ad>direkt)
- System configuration and enduser trainings
- Advisor to the general manager of Beiersdorf Dermo Medical GmbH

04/2015 - 07/2015

Engel & Völkers AG - Engel & Völkers Academy

Project consulting for LMS implementation

- Technical consulting
- Vendor selection

10/2013

Allergan Germany

Automated monthly performance reports for national and regional management

- Creation of monthly reports to measure rep performance and territory sales
- Integration of IMS sales data and salesforce.com reports

03/2013 - 01/2014

AMO Germany

Integration of point-of-sales data into SAP-BW system

- Bespoke solution in MS Access for monthly conversion and integration of wholesaler data
- Phonetic matching of customers with existing CRM and ERP systems
- Creation of specific management reports

04/2013 - 07/2013

Abbott Medical Optics Europe

iPad Rollout EMEA

- Setup of iPads for users in EMEA
- Creation of documents, training materials and handouts
- Multilingual trainings in Germany, France, UK, Benelux and Sweden

07/2012

Santen Germany

EXCEL implementation for the analysis of IMS competitor sales data

- Implementation of bespoke MS Excel system for monthly evaluation of IMS data
- Integration of daily sales

05/2012 - 02/2013

Abbott Medical Optics (USA)

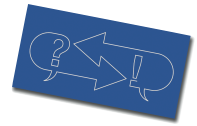
CRM implementation of salesforce.com in EMEA

- Consulting and support of global project team
- Data migration and -conversion from previous systems
- System translation
- Creation of documents, training materials and handouts
- Multilingual trainings in Germany, Spain, France, UK, Benelux and Sweden

10/2011 - 05/2012

Development of bespoke MS ACCESS solution

- Database for evaluation of German clinical data ("OPS" and "ICD")
- Enabling selection of hospitals based on expertise of specific procedures



01/2010 - 03/2010

Allergan Europe

Introduction of new CRM system (salesforce.com)

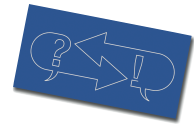
- Data migration from existing system
- Translation
- Creation of documents, training materials and handouts
- Trainings

04/2009

Allergan Germany

Bespoke MS ACCESS solution

- Implementation of pharmacy database
- Phonetic matching of data from external sources



10/2008 - 01/2013

Abbott Medical Optics Germany
Project management CRM

- European introduction of new CRM system ("IM CRM" by Interactive Medica)
- Data conversion and analysis
- Translations, creation of documents, training materials and handouts
- Multilingual trainings
- Administration and support

05/2007 - 05/2011

Allergan Europe
Bespoke MS ACCESS solution: European sales reporting

- Monthly sales reporting for all European business units
- Creation of specific management reports
- Creation of sales reports and KPI dashboards for sales reps
- Creation of MS Excel tools for sales data evaluation

10/2006 - 01/2010

Nycomed Germany, Austria, Switzerland
Introduction of new CRM system ("Salecase" by Interactive Medica)

- Data migration and system design
- Trainings
- Creation of documents, training materials and handouts

07/2005 - 04/2010

Allergan Germany, Austria, Switzerland and France Neurology und Ophthalmology
Project management CRM

- Introduction of new CRM system ("Salecase" by Interactive Medica)
- Data conversion and analysis
- Translation
- Multilingual trainings
- Administration and support

04/2004 - 09/2005

Allergan EU Ophthalmology Neurology
Bespoke MS ACCESS solution: European salesforce data information system

- Integration of sales force performance data from several external sources
- Creation of specific management and KPI reports

11/2001 - 02/2002

Santen
Introduction of new CRM system

- Evaluation and vendor selection process ("ad-direkt" by Easycom/Cegedim)
- Data conversion and analysis
- Trainings

08/2001 - 02/2002

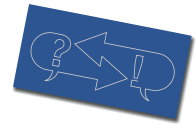
Bruker Medical
Bespoke MS ACCESS solution: CRM

- Implementation of in-house CRM system based on MS-ACCESS
- Data conversion and analysis

01/2001 - 12/2009

Advanced Medical Optics Germany
Project management CRM

- Introduction of new CRM system ("IRIS", later "IDDIS" by IDV-Bodenheim)
- Data conversion and analysis
- Creation of documents, training materials and handouts
- Trainings
- Administration and support



01/2001 - 12/2005

Allergan Germany, Austria, Switzerland

Project management CRM

- Introduction of new CRM system ("IRIS" by IDV-Bodenheim)
- Data conversion and analysis
- Creation of documents, training materials and handouts
- Trainings
- Administration and support

04/2000 - 06/2002

Phadimed Germany

Bespoke MS ACCESS solution

- Implementation of patient database

02/1999 - 09/1999

Allergan Germany

Bespoke MS ACCESS solution

- Implementation of complaints database

03/1998 - 04/2010

Allergan Germany

Monthly sales force performance reporting

- Reporting of sales force activity
- Coverage and frequency reporting
- Customer targeting

03/1998

Allergan Germany Dermatology

Bespoke MS ACCESS solution

- Implementation of patient database

08/1997 - 12/2001

Allergan Germany and Benelux

Project management CRM

- Introduction of new CRM system ("Première", Walsh/IMS-Health-ST/Synavant)
- Data conversion and analysis
- Trainings
- Administration and support

08/1997

Allergan Germany

Bespoke MS ACCESS solution

- Implementation of literature database

02/1997 - 03/2000

Allergan AMO

Bespoke MS ACCESS solution

- Implementation of product compendium database
- Creation of data sheets and product catalogue

08/1996 - 02/1997

Allergan Germany and Europe

IT support and trainings

- IT support for Germany and Alpine
- Installation and trainings of MS-Mail and Novell network for Germany and Benelux
- Multilingual trainings in MS-OFFICE