

Klaus Schaefer

K & A Schaefer Consulting LLC

OBJECTIVES

Supporting sales and marketing organizations develop a winning strategy and action plan to grow in their competitive environment.

EXECUTIVE PROFILE

Accomplished Sales & Marketing expert with progressive track record in fast paced, dynamic and resource constrained environments. Known for profitable growth through P&L management, strategic planning and product development.

EXPERIENCES

VP Sales & Marketing,	2018-
K & A Schaefer Consulting LLC, Boynton Beach, FL	
Senior Director, Marketing	2012—2018
Biotest Pharmaceuticals Corp., Boca Raton, FL	
VP International Business	2009—2011
Biotest AG, Dreieich, Germany	
Head of Marketing, BM ROE	2006—2009
Talecris Biotherapeutics GmbH, Frankfurt/M, Germany	
Director, Marketing Immunology	2005—2006
RTP, NC	
Marketing Manager	2002—2005
RTP, NC	

CREATE VALUE BY

- Development and/or implementation of strategic plan to achieve competitive advantage.
- Development of policy and process for planning and budgeting reduces time for the planning and makes process more transparent.
- Provide quarterly update of CMS pricing information, supporting the profitability.
- Deliver information about rare diseases to support decision making process for pharmaceutical companies.
- Marketing support on a temporary basis.

TARGET COMPANY CHALLENGES

- Start-up companies looking for a strategic direction.
- No process for the development of Marketing and Budgeting process.
- Pharmaceutical companies without regular access to CMS' reimbursement pricing.
- Pharmaceutical companies uncertain about the competitive environment.

PROFESSIONAL SKILLS

- Strategic Leadership
- Detailed and Organized
- Organizational set-up
- Strong analytical and promotional skills
- Multiple Project Handling Capacity

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Translating consumer and competitive insights into actionable marketing plans for profitable results