

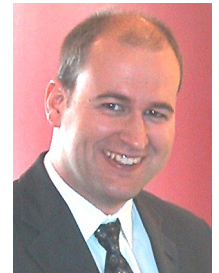
Curriculum Vitae

Personal information

Surname(s) / First name(s)
Address(es)
Telephone(s)
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Nationality(-ies)
Date of birth

Stroobandt, Serge Yves Marcel Roland

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Occupational field

MBA & MSc - Marketing, Clinical & Sales Management Experience

Work experience

- 01.11.2007 - now
- Occupation **Freelance Pharma Business Developer**, San Diego, London, Amsterdam, India
Projects Market analysis, evaluation of medical science, pharmacological and clinical data (Phase II-IV), licensing negotiations
- 01.07.2007 - 31.10.2007
- Employer **GAMBRO BCT (now CaridianBCT)**, Zaventem, Belgium
Position **Interim EMEA Marketing Manager Aphæresis Future Portfolio**
Responsibilities Market analysis, strategic planning, interfacing with engineering, congresses
Achievements
 - Organisation of international focus groups at customer locations
 - Prototype demonstrations in end-user language
 - Detection of a hidden design error
 - Reporting of final product recommendations & specifications
- 01.09.2005 - 31.05.2007
- Employer **BIOTRONIK GmbH & Co. KG**, Nijmegen, Netherlands
Position **Cardiac Rhythm Management (CRM) Country Manager**
Responsibilities
 - Leading an 8-person strong CRM sales & clinical support team
 - Implantable Cardioverter Defibrillator (ICD) training
 - Local marketing

Achievements
 - €8 M annual CRM revenue, 19.6 % growth
 - Opening of 4 new ICD accounts
 - Strategic sales account management with detailed scan-through
 - Two sales persons certified for ICD implantations
 - Successful marketing, positioning and launch of Cylos CLS pacemaker

01.09.2004 - 30.06.2005

Employer **GUIDANT AG (now Boston Scientific)**, Zug, Switzerland
Position **Acting Regional Manager French-Speaking Region**
Responsibilities
 - Account management and technical sales
 - Implantation support
 - Training of new personnel
 - Clinical studies phase III and IV
 - National therapy development

Achievements	<ul style="list-style-type: none"> - Regional revenue over CHF 2.43 M in 2004, 40 % growth over 2003 - Clinical support during implantations and follow-ups - New accounts opened: 3 ICD, 1 CRT-P and 1 pacemaker - Trained: 2 sales, 2 clinical support and 3 customer support persons - Swiss COMPANION launch with selling proposition - Numerous "HF-in-a-Box" seminars organised, congress presence
Employer Position Responsibilities Achievements	<p>01.05.2003 - 31.08.2004</p> <p>GUIDANT AG (now Boston Scientific), Zug, Switzerland Product and Therapy Specialist, nationwide</p> <ul style="list-style-type: none"> - Clinical support during implantations and follow-ups - Technical sales through superior service <ul style="list-style-type: none"> - New accounts opened: 1 CRT-D and 2 pacemaker - My two field colleagues and I finally put GUIDANT on the map in Switzerland!
Employer Position Responsibilities Achievements	<p>01.01.2002 - 30.04.2003</p> <p>GUIDANT EUROPE N. V. (now Boston Scientific), Diegem, Belgium EMEAC Tachy Market Developer</p> <ul style="list-style-type: none"> - European coordination of ICD market and therapy development - Promote the awareness and acceptance of new ICD indications - Educate the tachy sales teams about medical science studies and biostatistics - European key opinion leader (KOL) management - Therapy market research - Strategic long-term therapy market planning <ul style="list-style-type: none"> - Creation of the MADIT2 e-newsletter (> 2500 subscribers) and web site - Creation of KOL editorial panel for sudden cardiac death topics - Printed material, slide shows, give-aways for divulging the MADIT2 study results - Internal European launch of MADIT2 results and RhythmID™ on Vitality™ ICD - On-line MADIT2 incidence and prevalence calculator for hospital budgeting - Life-Vest™ business plan
Employer Position Projects	<p>01.03.2001 - 30.11.2001</p> <p>ORACLE Ibérica S. R. L., Barcelona, Spain Functional Analyst Applications</p> <ul style="list-style-type: none"> - OXFAM: Customer relations management, functional analysis, documenting, project management - RALSTON PURINA: Order management, data conversion and loading, PL/SQL, reports, documenting
Employer Position Tasks	<p>01.10.1996 - 30.06.1998</p> <p>KULeuven, Leuven, Belgium Postgraduate Researcher</p> <ul style="list-style-type: none"> - Testing of planar antenna array modelling software - Modelling of space born SAR sub-arrays - Consulting for the European Space Agency, Daimler-Benz Dornier Aerospace, Saab-Ericsson Space - Antenna and noise measurements - Steering of mechanical workshop personnel - Lab demonstrations, lecturing, examining
Employer Internship Task Achievement	<p>01.10.1995 - 30.09.1996</p> <p>Defence Research and Evaluation Agency (now QinetiQ), Malvern, UK Research Engineer</p> <p>Measuring the effectiveness of radar absorbing materials on stealth aircraft wings A new measurement standard for The UK National Physical Laboratory</p>

Formal education

<p>Title of qualification awarded Institution Elective subjects Grade</p>	<p>01.10.1998 - 29.06.2000 MBA General Management, full-time, bilingual ESADE, Barcelona, Spain Finances, logistics, TQM of services, project management, IT, customer relationship management (CRM), knowledge management, intellectual property 80 %</p>
<p>Title of qualification awarded Institution Principal subjects covered Achievement</p>	<p>01.10.1995 - 11.09.1997 Master of Science by research The University of Hull, Kingston-upon-Hull, United Kingdom Stealth aircraft design, radar and microwave engineering A new measurement standard for The National Physical Laboratory of the UK</p>
<p>Title of qualification awarded Institution Elective subjects Final grade</p>	<p>01.10.1991 - 30.06.1996 Master of Electronic Engineering KHBO, Oostende, Belgium RF engineering, analog integrated circuits, DSP, fibre optics, technical German 76 %, 3rd of 34</p>
<p>Title of qualification awarded Institution Elective subjects Final grade</p>	<p>01.09.1985 - 30.06.1991 Secondary School Onze-Lieve-Vrouwecollege, Oostende, Belgium Mathematics, sciences, technical drawing, German 70 %</p>

Additional information

Myers-Briggs type

ENTJ (Extroverted iNtuitive Thinking Judging), Field Marshal-type, mobilising

Driving licences

- **European Type B:** total mass ≤ 3.5 T, maximum 8 passengers not including driver, total trailer mass ≤ 0.75 T
- **European Type A3:** mopeds with trailer

Languages

Mother tongue(s)

Dutch

Other language(s)

English, Spanish, German, French

*Self-assessment
European level^(*)*

English

Spanish

German

French

Understanding		Speaking		Writing	
Listening	Reading	Spoken interaction	Spoken production		
C2 Proficient user	C2 Proficient user	C2 Proficient user	C2 Proficient user	C2	Proficient user
C2 Proficient user	C1 Proficient user	C2 Proficient user	C2 Proficient user	C1	Proficient user
C2 Proficient user	C2 Proficient user	C1 Proficient user	B2 Independent user	B2	Independent user
C2 Proficient user	B2 Independent user	B2 Independent user	B1 Independent user	B1	Independent user

^(*) Common European Framework of Reference (CEF) level

Computer skills and competences

e-business, ERP, CRM	ORACLE - Financials, CRM & Reports***, SAP R/3*, Cognos*
Operating systems	DOS***, MS Windows***, UNIX*, LINUX**
Word processing	LaTeX***, MS Word***, OO Writer***
Data management	SQL**, MS Excel***, OO Calc***, MS Access*, MySQL*
Presentation	MS Powerpoint***, OO Impress**, Acrobat PDF***, Photoshop**, MS Project**
Mathematics	Mathcad***, Matlab**, Mathematica*, gnuplot***
Statistics	SPSS**
CAD/CAE	HP Eesof MDS*, 4nec2***, EZNEC***, SPICE**, Ultimate PCB**, QuickCAD***
Programming	FORTRAN**, Turbo Pascal**, C*, BASIC***, Visual BASIC**, Siemens PLC*
Networking, internet	HTML***, CSS***, Javascript***, AJAX*, PHP**, Perl/CGI*, hardware***

* Basic knowledge (able to perform basic tasks independently)

** User knowledge

*** Expert knowledge (able to utilise all features)

Non-academic certifications

Certification awarded	21 - 30.01.2008
Certifying organisation	Clinical Research Associate (CRA) Course DeDeVan, Wommel, Belgium
Principal subjects covered	Drug development, ICH GCP, regulatory, ethics committee, monitoring
Grade	88 %
Certification awarded	05.06.1998
Certifying organisation	Graduate Management Admission Test (GMAT) Graduate Management Admission Council
Total score	640 (88 % below)
Verbal score	31 (62 % below)
Quantitative score	47 (94 % below)
Certification awarded	01.10.1989 - 01.04.1990
Certifying organisation	Westflemish Higher Coastal Lifeguarding Degree Provinciale Commissie voor Zwem- en Reddingsbrevetten, West-Vlaanderen, Belgium