

CV - Dr. Thomas Baier



Contact

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Personal Data

Date of birth: 07. 07. 1959
Marital status: married
Citizenship: German

Professional Career from May 2014 until present as a freelancer:

Obernburg **Interim Site Manager** for **NAMSA**, an US-based service provider
For chemical analysis, in Europe. The service related to mass spectrometry for all kinds of medical device products as a preparation for applying for FDA approval for their devices.
2022 – 2023
Achievements: Leading the management team (1:1, team meetings), keeping the pace for achieving the financial targets and preparing financials for the next budget round, proposing workflow improvements with clients in focus, developing the leaders (coaching) further in their leadership roles

Zürich/Auburn **Head of Sales&Marketing (ad interim)** for a module supplier for Dx instruments – **Volpi Group** - which are used in IVD/Research markets. The position includes implementing new offerings like digital solutions to customers. Exploring new customer segments including “opening doors to key contacts in top Dx companies”. Supporting the CEO on organizational as well as strategic level especially to develop the company further concerning capturing new market opportunities.
2021 – 2022

München/NY **Head of Europe for CDx Diagnostics**, Suffern, NY (USA)
2018 – 2021 **Role:** Analyzing and establishing a pre-cancer gastroenterology service in Europe. Leading a multi-center study in Europe for WATS with top shot gastroenterologists successfully. Business model established in UK market.
Achievements: Created step-wise market access plan for WATS in top countries in Europe. Performed a deep analysis in key European markets. Including potential reimbursement possibilities especially in Germany and UK. Established in a private clinic in UK the whole workflow for sending and processing private patient samples from UK to USA .

Mainz / Tokyo **Head of Europe for Precision System Science (PSS)**, Tokyo (Japan).
2016 - 2018 **Role:** As head of a small European team in Mainz re-established local office as well as an entity. Sparring partner to CEO in Tokyo for shaping the future concerning the portfolio as well as the European commercial strategy.
Achievements: Established a fully functional and successful European Team including strategy to partner with new distributors for PSS system portfolio and thereby stopped the decline of sales. Groundwork for a new MolDx system launch was prepared by establishing partnerships with private labs in Germany, Austria and in Norway. New business cooperation with a Spanish liquid reagent supplier for new MolDx system established.

Munich **Managing director - Oncompass Medicine GmbH** in DACH
2015 – 2016 **Role:** Build as MD an organization from zero (GmbH foundation) in a VC-financed enterprise with HQ in Budapest. Establish with new team for selling a paid AI-based service to KOLs in oncology, their cancer patients. Patients getting access to advanced and targeted cancer therapies.
Achievements: Starting an enterprise from scratch including the following activities: Registration of GmbH, renting office space, opening bank accounts, searching & hiring people, visiting oncologists such as top cancer excellence centers in Germany as well as city-based oncologists. Creating the strategy and tactics as well as all commercial material incl. advertising, renewal of homepage, facebook account. Contract closures with renowned oncologists in Germany in less than 9 months.

Professional Career at Roche (Germany, Sweden, Denmark, Norway, Finland)

Penzberg

2010 - 2014

Managing director (LifeCycle Leader=LCL) for Industrial Business (B-to-B), Senior Vice President (SVP) - >350 mCHF sales responsibility
Role: Leader in the “implementation of lifecycle management in the division Diagnostics”, LCL task comprises all commercial aspects (full P&L responsibility, marketing as well as portfolio planning), LCL governs marketing, quality, regulatory and research & development
Achievements: Achieving or beating sales and cost budget every year, Expanded market leadership position for industrial business in providing “raw materials” to Diagnostics or Chemical companies, new business plan established including expanded segmentation and entering a new customer segment. With a newly created offering concept to Pharma a new customer segment was opened. Intense cooperation with Roche Pharma in the oncology area for setting up a joint co-development of A diagnostics kit used for launching a new therapeutics (Zelboraf). Several other projects in a co-development approach with Roche Pharma.

Penzberg

2007 - 2010

Head of Global Marketing for LifeScience Business, SVP
Role: giving direction to >100 people ww, development of all sales- and marketing concepts (print & e) for sequencing (NGS), arrays, cellular products as well the “industrial business”, with special focus on Asia
Achievements: Installation of regular global marketing meetings with regional reps; aligning with regions on “yearly campaign topics for (**cancer**, core brands)”, Further optimization of all “eChannels”, Established “454” as a competitive brand in the NGS arena as serious competitor to Illumina.

Penzberg

2003 – 2007

Head of Molecular Diagnostics Europe, SVP
Role: Heading ~180 people, a cross-over of pure research & development responsibility (PCR & sample prep machines) with a responsibility for all PCR launch activities in Europe, budget of entity >70 mCHF, Member of Molecular Diagnostics operating committee (USA) and therefore extensive cooperation with US sites CA & NJ concerning portfolio development.
Achievements: Development & launch of first PCR-based Sepsis panel “Septifast” in the world and first fully automated virology platform Cobas Ampliprep-TaqMan, optimization of HIV & HCV assays, direct contact with laboratory managers (small/big) in order to discuss and implement new workflows / new lab automation.

Stockholm

2000 & 2003

Leader of the Integration Team and fully accountable for the take-over of “Disetronic” as well as “AVL” in Scandinavia

1998 & 1999

Integration of three former Boehringer Mannheim Agencies in Denmark, Norway and Finland into the newly established legal entity „Roche Diagnostics Scandinavia AB“; Targets conc. people/financials achieved.

Stockholm

1998 – 2003

Managing Director (GM) of the newly founded legal entity „Roche Diagnostics Scandinavia AB“ incl. Nordic countries: Denmark, Sweden, Norway, Finland & Iceland; Member of the board of „Roche Diagnostics“ and of the “Pharma board of Roche” in Sweden. SVP.

Role: Heading **>220 people in five countries**, full P+L and balance sheet responsibility, Sales (2002): 120 mEuro, running and optimizing own Nordic warehouse, Key customer responsibility and active contacts.

Achievements: from 1998 to 2003 sales growth rates of 12% in average and never below 10% per year. Cost ratio (operating costs / sales) decreased from 26% to 21.5%. The final ratio was below EMEA average. Significant market share increases for all product lines as e.g. Diabetes, Clinical Labs, Virology Labs (PCR) and Point of Care Labs. Established a “top 10 Nordic lab manager” circle. Establishing new direct consumer marketing expertise for successful repositioning the Diabetes business to “direct-to-consumer” approach.

Copenhagen

1997

Head of Integration-Team Roche-Boehringer Mannheim - Nordic area

Achievements: Relocation of Roche Nordic HQ from Copenhagen to Stockholm. Prevention of personnel loss. Foundation of the new legal

entity Roche Diagnostics Scandinavia AB in Stockholm. This was the largest take-over of Roche Diagnostics of all times.

Copenhagen

1996 – 1998

Managing director (GM) of the „Nordic Regional Centre“ for Diagnostics, Vice President.

Role: Head of the „Nordic Region“ incl. the countries: Sweden, Denmark, Finland, Norway, Iceland; Staff size: 50 people; Sales (1996): 18 mEuro; Youngest ever appointed managing director of Roche Diagnostics up to this time.

Achievements: Achieving financial turnaround for positive development of sales (>10%) and profit (Operating costs / sales ratio decreased from 31% to 26%). Had to rebuild management team from scratch since it was after dismissal of former head completely non-aligned.

Grenzach

1995 - 1996

Head of Sales & Marketing for „Clinical Chemistry and Hematology“ in Germany

Role: cost budget responsibility: 18 mEuro, staff size: 10 people, responsible for all sales & marketing activities in Germany

Achievements: Successful launch of Roche’s first fully automated clinical chemistry & immunochemistry platform Cobas INTEGRA. Integration of the former ABX hematology platforms into Roche portfolio.

Grenzach From 1992: Member of the global "**Roche Executive Development Plan**"

1992 - 1995 **Head of the Business Area Clinical Chemistry in Germany**
Role: cost budget responsibility: 13 mEuro, founding member of the 1st International Marketing Team of Roche Diagnostics.
Achievements: Full budget (P+L) responsibility for business area. Successful repositioning of the clinical chem. instrument Cobas MIRA as drug analyzer (branding) as well as protein analyzer (branding). Major driver in the international launch team for Cobas INTEGRA. Germany was with ANALYTICA in Munich the pioneer country for this new analyzer.

Grenzach **Product Manager Clinical Chemistry**
1992 - 1995 **Role:** my first steps into sales & marketing, cost budget responsibility: 2 mEuro; heading a small team of lab technicians.
Achievements: Revival of the therapeutic drug analyzer Cobas FARA as batch analyzer and expanding the reagent menu. Major market share wins. Reagent registration at the Paul Ehrlich institute in Frankfurt.

1990 Joining the Hoffmann-La Roche AG in Germany

Scientific Career – Karlsruhe & Heidelberg

1987-1990 **Doctoral Thesis** (Dr. sc. hum.), Prof. Dieter Schönberg, Children's Hospital Heidelberg, „Leukemia and growth factors (IGF-1)“

1985-1986 **Diploma Thesis** at Prof. Walter Keller's lab, DKFZ Heidelberg
Diploma studies Microbiology & Molecular Biology at Karl-Rupprechts University in Heidelberg
Pre-Diploma in General Biology at University Karlsruhe

College education

1969-1978 Bach-Gymnasium Mannheim-Neckarau, Abitur, Scheffel award winner

Other expertise

Languages: German: native tongue
English: fluent
Danish/Swedish: conversation level

Computers: Familiar with all kind of hardware and relevant software applications
Which are beneficial for managers

Thomas Baier

Penzberg, August 2023