

FRANK EICHER

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Profile

- seasoned health-care marketer (15 years experience)
- strong network in the medical and health-care community
- scientific background
- proven business development skills

Experience

Partner, **impulze** Zürich, 2010-2012

- continuation of marketing related activities under Froidevaux, Eicher & Partner
- market and provide communication, medical education and research orientated services to clients from the health-care industry (mainly pharma)
- operative day to day business of a smaller consultancy company
- currently 14 clients, annual turnover CHF 1.5 Mio, head count 3
- serviced under impulze: 4 major product launches (multiple advisory boards, expert meetings and publications); 1 product relaunch (advisory board, conception and implementation of a survey), 1 mature product (multiple waves of expert groups); 10 major market research projects (treatment preferences & drug perception) whereof 3 international; 2 continued medical education projects (advisory board, concept, writing and implementation) whereof one international

Partner, **Froidevaux, Eicher & Partner** Küsnacht, 2000-2010

- market and provide communication, medical education and research orientated services to clients from the health-care industry (mainly pharma)
- operative day to day business of a smaller consultancy company

Product Manager, **Servier** Geneva, 1997-1999

- responsible for the cardiovascular product line comprising 2 products and launch of a line extension; portfolio turnover CHF 6 Mio, marketing budget CHF 2 Mio.
- Duties: formulating strategies for new & existing products; market research activities; brand management; handle market development activities; identify market opportunities; monitor implementation of strategies; sales analysis & forecasting; handling sales promotion meetings

Resident, **University Hospital Zürich** Zurich, 1996 -1997

- resident at the department of clinical pathology

Education

Servier International — health care marketing course, 1997

University of Zurich — doctoral degree, 1996

University of Zurich — human medicine, 1995

Kantonsschule Rämibühl — a-levels, 1988

Skills

languages: German (mother-tongue), English, French

pc-skills: expert skills

Other Activities

member of the iPractice Diabetes Board

member of the Board of the Wasserversorgung Tobelhof Gockhausen Geeren

Personal

born 15.6.1968 in Zurich, Swiss Citizen

married, 2 girls