

CSILLA PRIEST

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Profile

- experienced professional in commercial pharmaceutical industry
- track record in leading national and international primary research projects
- scientific background

Experience

Partner, impulze Zürich, as of 01/2016

Senior Consultant, impulze Zürich, 2014-2015

- Successfully continued impulze's track record in pharmaceutical market research, leading several national online surveys as well as in-depth face-to-face interviews with national opinion leaders in multiple therapeutic areas
- Built up an experienced international competitive business unit at impulze, acquiring several international clients in EU and Global markets and
- Project scope encompasses continuous support of two key product launches across global markets and/or within Switzerland, longitudinal as well as multi-client market research for a large number of oncology brands in various indications
- Supported impulze's broader national business by moderation of expert rounds and regional advisory boards

Project Manager, Pennside Partners GmbH Zürich-Kloten, 2012-2014

- Managed CI projects supporting international brand teams of leading pharmaceutical companies in commercial competitive intelligence projects
- Project-related responsibilities included methodology definition, budgeting, client kick-offs, managing subcontractors, conducting research and analysis as well as report writing and presenting reports to clients.

Baby Break, Zurich/Singapore, 2009-2012

- Two children born in 2009 and 2011

Sales Rep, Roche Pharma (Switzerland) AG, Reinach BL, 2006-2009

- Covering hospital and office based clinicians in primary and specialty care.
- Responsibility included top ten Roche products in the fields of metabolic diseases and virology (hepatitis C, HIV) and co-promotions in oncology and rheumatology

Head of ETH Career Services, ETH Alumni Vereinigung, Zurich, 2004-2005

- Developed and launched a career services program for students and alumni of ETH Zurich including an online job portal according to a set business plan.

President, ETH juniors, Zurich, 2001-2003

- President of the junior consulting enterprise at ETH; leading a team of ten, acting as project manager and in campus recruiting for professional clients.

Education

ETH Zurich — Diploma in Biotechnology (Master degree), 2004

Stiftsschule Einsiedeln — a-levels, 1998

Skills

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

pc-skills: expert skills

Other Activities

member of the board of ETH Zurich Biology Alumni

founding member of ETH Seniors Club, Alumni of ETH juniors

Personal

born 22.6.1978, Swiss Citizen

married, 2 children