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Top Skills

Commercial Planning
Commercial Management
Market Analysis

Languages

German (Native or Bilingual)
Danish (Elementary)
French (Elementary)
English (Native or Bilingual)

Thorsten Waloschek

CEO @ NeoPrediX AG | Owner @ CCIAO MedTech Marketing and Sales Consulting
Cologne Bonn Region

Summary

“Making sure that every baby has the best possible start into life”

As the Chief Executive Officer of NeoPrediX AG, I lead a visionary Digital Health MedTech company that develops novel diagnostic solutions for neonatal care. With more than 25 years of experience in the medical devices and pharmaceuticals industry, I have a proven track record of delivering results, improving profitability, and strengthening operational performance in highly regulated and competitive markets.

My core competencies include P&L and general management, global business strategies, product development and management, marketing, business development and sales, and cross-functional team building and leadership. I am passionate about helping every baby to get the best possible start into life, and I leverage my expertise in neonatology, respiratory support, vital signs monitoring, neurology, audiology, and ophthalmology to drive innovation and growth in this field. I also have extensive experience in reorganization and change processes, corporate communications, global advisory board formation, interim management, and sales and marketing consulting.

Experience

NeoPrediX AG

Chief Executive Officer

September 2020 - Present (3 years 5 months)

CCIAO L.L.C. - MedTech Marketing and Sales Consulting

Owner

September 2013 - Present (10 years 5 months)

Cologne Area, Germany and Greater Ft. Lauderdale Area, Florida, USA

Sales- and Marketing Consultant HealthCare with special focus on go-to-market and distribution channel strategy for medical devices

Liberate Medical, LLC

Interim Vice President Sales and Marketing

April 2019 - Present (4 years 10 months)

Louisville, Kentucky Area

Helping Patients Take Their Next Breath

InfanDx AG

Co-Founder

October 2010 - Present (13 years 4 months)

InfanDx AG aims to contribute the well-being of new born infants by developing a new generation of diagnostic tests for the care of neonates. Primary focus is the early identification of newborns suffering from critical oxygen supply deficit during birth (Asphyxia), a major cause for brain injury often followed by life long disability. Nowadays, treatment that reduces morbidity is available. Unfortunately, it requires very early application after birth. Currently no simple and easy test system is available that meets this crucial demand. InfanDx closes this diagnostic gap by carrying such test system through clinical development until it is available for routine use in the hospital.

InfanDx AG exploits a biomarker discovery approach called multilevel multivariate biomarker discovery integrating Genomics, Proteomics and Metabolomics. Following this approach further diagnostic applications for neonatal care are already in an early phase.

BABYBE

Interim Chief Executive Officer

January 2020 - June 2020 (6 months)

Stuttgart Area, Germany

Keep Kangaroo Caring

Natus Medical Incorporated

Senior Director Marketing and Business Development

January 2014 - January 2019 (5 years 1 month)

Cologne Area, Germany / San Carlos, CA

As Senior Director Marketing & Business Development and member of the Newborn Care business unit senior leadership team, share responsibility for attainment of consolidated global Natus Medical profit. Own entire P&L

(turnover, costs, profit). Define global portfolio and new business strategy, including mergers & acquisitions. Accountable for people management, including staff development, performance measurement, retention, and further development of high performers. Supervise a 20-person team in the US.

ANM Medical GmbH

VP Marketing & Sales

November 2012 - August 2013 (10 months)

Cologne Area, Germany

Draeger Medical

6 years

President Strategic Business Field Neonatal Care & Thermoregulation
2008 - October 2012 (4 years)

As President of the Strategic Business Field and member of the global management team, share responsibility for attaining consolidated global Draeger Medical profit. Own P&L for all SBF product groups on a global basis. As the VP of Draeger Medical Systems, serve as a member of the Board of Directors. Supervise 12 people and lead a cross-functional matrix team of 200. Grew sales per annum, and grew profitability of US based product line 25+ %. Launched 2 new products out of own R&D (combined sales of €20M) with improved profitability. Filled portfolio gaps and improved profitability through strategic cooperation with 3rd party manufacturers. Reorganized operations from a business unit structure to a strategic business field structure; defined vision, mission, and strategic measures based. Reduced budget effort time/process 50+% and marketing expenses 15%. Held a lead role in driving change process.

Director Product Management PNC

2007 - 2008 (1 year)

Senior Product Manager

2006 - 2007 (1 year)

Novasep

Director Marketing

2005 - 2006 (1 year)

Provided direction and leadership for the marketing function (marketing intelligence, public relations, corporate communications, etc.) during a period of dynamic change following its merger with Dynamic Synthesis operations. Led a 7-person marketing and communications team. Led successful post-

merger integration of 7 formerly independent production sites in 3 countries. Spearheaded new common market approach and redesign of corporate identity (Internet, publications, brochures, trade show/exhibitions, logo) after integration of Dynamic Synthesis into Group Novasep after merger.

Dynamic Synthesis GmbH

Head of Marketing

2001 - 2005 (4 years)

Spearheaded global life science marketing activities that generated outstanding results. Served as Assistant to the CEO. Recognized as a Top 10 API custom synthesis provider in major relevant databases/publications. Designed/implemented entry strategies for new markets (generics, U.S. West Coast, Japan). Spearheaded new project acquisition strategy that led to acquisition of new business potential worth US\$50M outside the traditional European home market.

Bayer

Sales and Marketing

1996 - 2001 (5 years)

Resource & Portfolio Manager – Bayer AG 2000-2001

Saved significant time (several man years) in assessing financial impact of current projects and improved the resource allocation process associated with pharmaceutical development activities of Phase I – III projects. Member of the SAP implementation and process optimization team.

Product Manager, Diabetes – Bayer Vital GmbH 1999-2000

Successfully stabilized net sales of US\$70M of a Rx oral anti-diabetic drug, despite patent expiration and market entrance of innovative new competitors. Managed all aspects of product throughout Germany, including budgeting, marketing plan, market research, and opinion leader concept initiatives. Key activities included managing site projects www.healthvillage.com and www.diabeteshause.de, co-authoring a diabetes nutrition booklet, and negotiating co-promotion agreement

Pharmaceutical Sales Representative – Bayer Vital GmbH 1998-1999

Detailed 3 CNS drugs to more than 500 GP's in the area south of Cologne, Germany, and sold one OTC drug to more than 100 pharmacies. Ranked

within the Top 10 Bayer pharmaceutical sales representatives in Germany for net sales of a newly launched CNS product in 1998.

Country Coordinator, Pharma Business Management Asia – Bayer AG
1996-1997

Increased sales by more than 10% per year in Pakistan, the Philippines, and South Korea. Provided financial control of new factory building construction in Pakistan, including mid-term business plan, reorganization of sales force management and in-licensing activities in the Philippines, and set up of new distribution channels of raw materials and finished goods in South Korea; also negotiated with local manufacturer for in-licensing in South Korea. Responsible for headquarters P&L planning and control.

Bundeswehr Wir. Dienen. Deutschland.
Non-Commissioned Officer
August 1990 - July 1992 (2 years)
Viborg, Middle Jutland, Denmark

Communications specialist at the NATO headquarters BALTAP in Karup, Denmark

Education

University of Bradford
MBA, International Business · (1998 - 2000)

Oriel Stat a Matrix
New Medical Device Regulation · (2018 - 2018)

Babson College
Management Education · (2009 - 2011)

Malik Institute for Management
Management Education · (2008)

Rutgers University
Management Education · (2007)