

Dr-B-F-P Consulting Profile - Dr. Thomas Baier

Executive Summary

Emphatic leader with focus on sales and marketing topics. Someone who manages challenging leadership tasks successfully and with high dedication, integrity and of course with entrepreneurship. Easy to approach and with proven team & coaching competence. With proven success in the Diagnostics and LifeScience environment.

Asset: implementation, customer focus, marketing expertise, integrity, building or reframing business, excellent capabilities in communication as well as strategic planning and acting.



Mergers & Acquisitions

As a board member of Vigmed AB in Helsingborg I have opened the “door” in 2016 to initiate a take-over through GreinerBio One in Austria. This acquisition by GreinerBio One was successfully completed in April 2017.

During my Roche career I have closed, as responsible general manager in my region, several acquisitions as e.g. the integration of three former Boehringer Mannheim agency businesses in Denmark, Norway and Finland into the new entity „Roche Diagnostics Scandinavia AB in Stockholm. Further examples were the integrations of AVL (bloodgas) and Disetronic (Diabetes pumps) in Scandinavia respectively.

Commercial performance and delivering results

During my diverse Roche leadership roles, I have always achieved or beaten my sales and cost budgets. The leadership teams working with me were successful in expanding the market leadership position for the industrial business (Custom Biotech) branch in providing “raw materials” to Diagnostics or Chemical companies. Additionally, I expanded or reframed in several cases the customer segmentation approach and entered into new customer segments successfully. As a global marketing head a further optimization of all “eChannels” was achieved. And last not least I could establish several “VIP customer circles” to get new ideas into the company.

Building high performance teams, developing high potentials

In all my leadership positions, it was a key focus of me to drive my dedicated team members to a higher performance level. Therefore, systematic team building initiatives were held and “challenge and reward approaches” were implemented. Until today I function as a “mentor” for a few of the top class “high potentials” in Roche. I contributed with key initiatives to the improvement of the worldwide “HiPo ExPat program”.

Implementing organizational change (Lifecycle management)

As one of three worldwide leaders in Roche Diagnostics I was responsible for the role-out, implementation and follow-up of a “lifecycle management organization”. The LifeCycleLeader task comprises all commercial aspects (full P&L responsibility, marketing as well as portfolio planning). A LifeCycleLeader (LCL) governs marketing, quality, regulatory and research & development.

During my GM times in Scandinavia I was the first country manager to hire “managers from consumer business companies (e.g. Kraft-Marabou)” for shifting the “AccuCheck approach” to a “direct to the patient” marketing path.

Managing and controlling sales & costs as well as balance sheets

In my diverse leadership roles at Roche, Oncompass or today as Head of Europe for Precision System Science (Japan), I always had the full P+L as well as balance sheet responsibility. Therefore, I can envision the specific needs of general managers being responsible to shape an organization and to deliver results.

Working for or with start-up companies

In my MD role as head of DACH countries at Oncompass (Hungary based) – a VC-financed enterprise - I started an enterprise (GmbH) from scratch including the registration of a GmbH, renting office space, opening bank accounts, searching & hiring people, gaining key target customers, creating the strategy and tactics as well as all commercial material incl. advertising, renewal of homepage, Facebook account, etc. Today I am involved in starting up a “Microbiome dedicated company” also from scratch.

Professional Career

2015 - 2017	Member of the board of directors at Vigmed AB, Helsingborg – Take-over
2016 - 2017	Member of the board of directors at BioLamina AB, Stockholm - Growth
since 2014 München	Acting as an independent consultant for the Diagnostics / LifeScience Industry and/or venture capital as well as market research companies. Several assignments – at this point of time as “Head of PSS-Europe of Precision System Science” – Building a strong European Unit.
2010 – 3/2014 Penzberg	Managing Director Roche Biochemical Reagents / Industry Business Area, SVP Responsible for strategy as well as product development of this BA
2007 - 2010	Head of Roche Global Marketing – LifeScience Area, SVP Responsible for sales & marketing concepts - print- and e-commerce activities worldwide
2003 – 2007 Penzberg	Head of Roche Molecular Diagnostics in Europe, Penzberg / Europe, SVP R&D responsibility as well as Marketing for European countries
2000 bzw. 2003 Stockholm	Leader of the M&A Teams of AVL (bloodgas) & Disetronic (diabetes pumps) in Scandinavia respectively
1998 – 1999	Integration (M&A) of 3 former Boehringer Mannheim Agency businesses in Denmark, Norway and Finland into the entity „Roche Diagnostics Scandinavia”
1998 – 2003 Stockholm	Managing Director of the newly founded legal entity „Roche Diagnostics Scandinavia AB” (Nordic countries: DK, SW, NO, FI, Iceland); Member of the board of directors of this AB as well as the board of Roche Pharma Sweden; Employees: 220; Sales: 120 Mio. €
	Leader of integration team “Boehringer Mannheim” for the Nordic area

October 1997

Managing director for Roche of „Nordic Regional Centre“ (incl. five countries)

1996 – 1998

Kopenhagen

Head of Sales- & Marketing for „Clinical Chemistry and Hematology Equipment“ at Roche in Germany

Juni 1995

Head of the committee „Public relations“ of the brand organization of German Diagnostics producers (VDGH)

1993 - 1996

Head of the Business Area Clinical Chemistry, Sales & Marketing at Roche in Germany

Juli 1992

Start as product manager at Hoffmann-La Roche AG in Germany
Product Manager Clinical Chemistry

1990 – 1996

Grenzach

Scientific Career / Education

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

1979-1985

Studies of Molecular & Micro Biology - University Heidelberg, Diploma

1969-1978

Johann-Sebastian Bach Gymnasium, Mannheim – Abitur (Scheffel Award Winner)

Thomas Baier