



Dr. Bodo R. V. Antonic

Interim and Crisis Specialist & Key Note Speaker

Date of Birth

30.01.1967

Nationality

German

Reference

Lucerne, Switzerland

Languages

German

English

French

Croatian

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Sweet spot

Innovation & Customer Centricity, Top u. Bottom Line Growth, Life Sciences & Services

Focused and straightforward executive with international experience in B2B Operations, Sales & Marketing. Emphasis on companies in turbulent times of upheaval, where old-fashioned issues are challenged, and untrained organizations need to be brought up to speed. Focused on results, reliable proof of performance in terms of sales and margin growth based on strategic planning with regard to market development, especially in saturated markets. Proven experience in team development, sales force organization restructuring and service delivery processes. Specialty: "reinventing" companies by focusing on customer needs. Motto: „Make things happen. Focus on transparent and lean processes, which contribute to the needs of all stakeholders. .

Managing Director

Managing Director, die kontur GmbH

Since 08/2001

die kontur GmbH advises and supports companies in restructuring and transformation phases. The focus is on sales force organizations in the life science environment as well as service companies with performance portfolios in the competitive market environment

Managing Director, fiducia Investment GmbH

Since 07/2015

Fiducia Investment GmbH develops real estate and real estate assets. The focus here is on property investments as well as investments in residential and commercial real estate. The company specializes in real estate transactions and acts as investor and asset manager.

Interim Management Projects

VISUfarma Deutschland

01/2020 - 03/2020 | 30 Employees | Gap management (GP) | Report line: CEO Europe

Responsibility: Deutschland | **Primary goals:** Gap management GP change, Sales process optimisation, transforming start-up into enterprise

Synlab Suisse SA (Routine medical diagnostics)

07/2017 – 03/2019 | 650 employees CH, > 20.000 global | Commercial Director CH, Board Member | Report line: CEO

Achievements: Topline +5% EBITDA +1,2%, reorg Sales force completed, set-up contract management completed | **Responsibility:** 150 mCHF Schweiz, PnL, 40 employees | **Primary goals:** Management and restructuring Sales force, turnaround, introduction of compliance management in sales, introduction of KPI, introduction of Sales Funnel management; Digitization of services

Merck Group (Pharmaceutical Industry)

05/2016 – 08/2016 | 51.000 employees global | Global Key Account Director Fertility, Location Darmstadt | Report line: Vice President Global Fertility

Achievements: Evaluation and reorg completed | **Responsibility:** 350 m€ global (Matrix), Turnover | **Primary goals:** Evaluation of the global customer, pricing and reimbursement landscape, introduction of the KAM system, definition of interfaces to the retail sector, distribution of roles and responsibilities, redefinition of a KAM-oriented CRM system

ThermoFisher Scientific, formerly Phadia Deutsch. GmbH (Diagnostics)

10/2013 – 10/2014 | >70.000 employees global, >5.000 MA employees D | Commercial Director, Board Member, Director of internal service and engineering | Location Freiburg | Report line: Managing Director DACH

Achievements: Topline +20%, EBITDA +3%, reorg and turnaround completed | **Responsibility:** 50 m€ D, PnL, 30 employees | **Primary goals:** Reorg of post M & A integration, increase in sales and EBIT and pricing, restructuring and hybridization of field and office staff, reduction of silos, implementation of CRM, introduction of KPI systems, in-depth discussions with the works council, management of technical operations

Scalestaar

07/2019 - 03/2020 | 10 Employees | Senior Sales Executive | Report line: GM

Achievements: Start up Sales & Marketing | **Responsibility:** Deutschland | **Primary goals:** Start up Sales & Marketing

McKesson Europe AG, formerly Celesio AG (Pharmaceutical Industry)

09/2016 – 05/2017 | 35.000 employees Europa | European Head of Bx, Director´s Board Member, Location Stuttgart | Report line: Director of Procurement

Achievements: Topline +1.000%, EBITDA +1.000%, reorg Bx completed | **Responsibility:** 17 b€ (Matrix), PnL, 5 employees | **Primary goals:** Management and restructuring of the Bx division, increasing sales and earnings in new business areas, leading the countries in dotted lines, digitizing the business model, implementing big data applications, introducing new hospital care

davero dialog GmbH (Medical communication services)

06/2015 – 01/2016 | 500 employees D | Director New Business Development, Location Erlangen | Report line: Principal Partner

Achievements: Topline +20%, EBITDA +15%, set-up sales funnel + 4m€, reorg sales force, set-up hybrid sales completed | **Responsibility:** 5 m€ D, Turnover | **Primary goals:** Conquering a new market, defining / building new adherence-oriented, digital services, conception of sales strategy, development of an expert network as well as a hybrid field and office service, conception of the new CRM structure

Boeurenbond Deurne (Cattle feed production and distribution)

06/2012 – 08/2013 | 1.000 employees Europa | Marketing and Sales Director, Board Member | Location Deurne | Report line: CEO

Achievements: Topline +10%, EBITDA +7%, set-up KAM completed | **Responsibility:** 150 m€ D, PnL, 10 employees | **Primary goals:** Optimize sales/-margins/pricing, introduction of KAM/KPIs and CRM, cultural change, professionalization of established family structures to corporate structures, post M & A integration

Interim Management Projects

Vifor Pharma Espana (Pharmaceutical Industry)

09/2011 – 05/2012 | 2.500 employees global, 150 employees Spain | Chief Restructuring Officer, Board Member, Location Barcelona | Report line: Senior Vice President SEMEA

Achievements: Topline +3%, EBITDA +2%, all streams completed **Responsibility:** 80 m€ (Matrix), PnL, 150 employees **Primary goals:** Post M & A integration, stabilize sales/margins, New Business Development, multi stream management, sales/Lingual/Steering/ Process Excellence, set-up KAM, Introducing KPI Systems, introducing CRM / CRM excellence, cultural change from paternalistic to corporate structures, reorg operations

JOB AG (Personal services)

10/2009 – 03/2011 | 5.000 employees D | Commercial Director and Chief Restructuring Officer | Location Fulda | Report line: CSMO

Achievements: Topline +15%, EBITDA +10%, restructuring completed **Responsibility:** 150 m€ D, PnL, 5.000 employees **Primary goals:** Restructuring/turnaround, processualization, reorg sales and back office, set-up KAM/hybrid sales, CRM, establish leadership, dismantling "management by act as one thinks best" and regional principality, reorg operations

Gambro Deutschland GmbH (Dialyses)

02/2008 – 10/2008 | 70 employees | Sales Director und Project Manager MBO | Location München | Report line: BU Head D

Achievements: Topline +11%, EBITDA +15%, restructuring/MBO completed **Responsibility:** 80 m€, PnL, 20 employees **Primary goals:** Restructuring and MBO, support of a PE-financed company acquisition, increase of turnover and EBIT, MBO of the loss-making part of the company, building up and restructuring of the external and internal service activities, implementation of Sales Force Effectiveness in D, implementation of Processes, key figures and process reengineering, reorg operations

+49 med GmbH (Pharma Sales Outsourcing Services)

05/2021 - 03/2012 | >100 employees D | Scientific Advisory Board, Location Berlin | Report line: Principal Partner

Achievements: Topline +1.000%, EBITDA + 1.000% **Responsibility:** Scientific support of the start-up **Primary goals:** Planning, managing and conducting scientific studies and the resulting public relations

OCD GmbH (Diagnostics)

11/2008 – 08/2009 | 50 employees D/CH
BU Head D, GM CH | Report line: BU Head DACH,
Location Heidelberg/Zürich

Achievements: Topline +14%, EBITDA +10%, restructuring completed **Responsibility:** 30 m€, PnL, 50 employees **Primary goals:** Restructuring, reorg, turnaround, creation of a continuation forecast, increase in sales and margin, adjustment of pricing, development of a KAM distribution, multi-project management (processes, CRM, sales reorg, Switzerland reorg), development of laboratory services

Askion GmbH (MedTec)

07/2007 – 12/2007 | 100 employees | New Business Development, Location Gera | Report line: CSMO

Achievements: Achievements: Topline +5%, set-up sales funnel +12 m€ **Responsibility:** 3 m€ DACH **Primary goals:** Customer acquisition, re-alignment of the service portfolio, development of new business segments

Florian Müller GmbH (MedTec, Trade)

07/2005 – 05/2007 | 50 employees | Sales Director und Project Manager Adherence | Location Hamburg | Report line: Principal Partner

Achievements: Topline +5%, EBIT +7%, reorg sales force completed **Responsibility:** 25 m€, PnL, 6 employees **Primary goals:** Increase sales and EBIT, restructure sales force, set up Channel Partner Management, design new business cases, set up diabetes outpatient clinics in the hospital

HIGHLIGHTED CONSULTING PROJECTS

Charité Berlin

07/2004 – 06/2005 | Project Manager
Gastroenterology | Optimization of inflow and outflow of endoscopic patients

PERMANENT POSITIONS

eCN GmbH (Software, CRM)

01/2001 – 08/2001 | 100 employees | Sales Director
Life Sciences, Location: Bad Homburg | Report line:
Principal Partner

Responsibility: 3 employees

Primary goals: New Business Development,
Project Management

Göbel & Partner oHG (Reengineering, Personal Services) | 07/2000 – 12/2000 | 150 employees |
Director Marketing, u. Communic., Board Member,
Location: Groß-Umstadt | Report line: Principal
Partner

Responsibility: 15 mDM, 150 employees

Primary goals: New Business Development, Key
Account Management Partner

Caremark Deutschland GmbH (Pharmaceutical Industry) | 06-1999 – 06/2000 | 100 employees
Regional Sales Head | Location: home based |
Report line: GM Sales & Marketing

Responsibility: 18 mDM, 5 employees

Primary goals: Team lead, increase in sales,
coordination of sales and home care activities,
development of parenteral ambulances in
hospitals, definition of care standards, care of
elderly people and their families. Nursing home
with enteral nutrition and PEG care concepts

Desitin Arzneimittel GmbH (Pharmaceutical Industry) | 04/1998 – 05/1999 | 600 employees
Sales Rep | Location: home based | Report line:
Regional Sales Head South Germany

Responsibility: : 2 mDM **Primary goals:** Customer
acquisition, retention and Loyalty

Land Baden-Württemberg

02/1994 – 03/1998 | Senior Research Assistant

Primary goals: Primary goals: Doctorate,
supervision of students during their internship

EDUCATION

University of Hagen | 10/1998 – 09/2001

Business Administration | Graduation: Bachelor

University of Heidelberg; Max-Planck-Inst für Kohlenforschung, Mülheim/Ruhr | 02/1994 – 03/1998

Doctorate | Graduation: Promotion

University of Heidelberg | 10/1991 – 09/1994

Medicine | Graduation: Bachelor

University of Heidelberg | 10/1988 – 01/1994

Chemistry | Graduation: Master

Gymnasium Mannheim | 1977 – 1986

High school

FURTHER EDUCATION

Training and certification as Miller Heiman Consultant | 2003 – 2005

Training as a Hypnotherapeutic Coach | 2003 – 2004

Training as a Systemic Coach | 2002 – 2003

HTW Berlin | Lecture Sales Management | 2006 – 2011

HWR Berlin | 2008 – 2010 | Lecture Product- and Innovation Management, Introduction of Business Administration for Commercial Lawyers

HTW Aalen | 2012 - 2016 | Lecture Sales Management, Health Management, Business Intelligence and Controlling, Corporate Management