

Sabine Steimle, M.A. - Life Science & Healthcare Communications Consultant



Kartäuserstr. 49 C
79102 Freiburg, Germany
Phone: +49 (0) 761 156 27 82
Mobile: +49 (0) 173 598 6776

E-mail: sabine.steimle@medconcepts.de; www.medconcepts.de

Professional profile

- Life science and health communications agency *medconcepts*
- Short-term assignment as communications leader, BioNTech AG, Mainz, Germany
- Senior Communications Manager Partnering, F. Hoffmann-La Roche, Basel, Switzerland
- Life science and healthcare communications agency *medconcepts*, Freiburg, Germany
- International Communications Manager Oncology, Global Public Affairs, F. Hoffmann-La Roche, Basel, Switzerland
- Marketing Director, International Cancer Hospital SanaFontis, Freiburg, Germany
- Life science and healthcare communication agency *medwork*, Duesseldorf, Germany
- European Public Awareness Manager at Breast Care Ethicon Endo-Surgery Europe GmbH, a Johnson & Johnson company, Norderstedt, Germany
- PR Manager of the European Organization for Research and Treatment of Cancer, EORTC, Brussels, Belgium
- NCI/EORTC Fellowship to the Office of Cancer Communications at the U.S. National Cancer Institute, National Institutes of Health (NIH), Bethesda/Maryland, USA
- PR Manager of the German Cancer Society, formerly based in Frankfurt/Main, Germany
- Part-time employee and trainee in the Communications Department of the German Cancer Research Center, (DKFZ), Heidelberg, Germany

Summary

- Accomplished life science and healthcare/cancer communication professional with over 25 years of experience gathered at the local, European and global level in the biotech, pharma, and medical device industries, in research/medical associations, and at a cancer hospital.
- Strong focus on managing strategic external communication and public affairs projects.
- Especially skilled at working in cross-functional positions and in initiating communication and public affairs programs and partnerships from scratch.
- Strong management, negotiations and intercultural skills, excellent teamworker and project/event manager - certified coach.
- Experienced in staff, agency, budget management and in working in matrix organizations

Resumé

- Since May 2019 **Owner of life science and health communications agency *medconcepts***
For more details, please visit: www.medconcepts.de
- Sep 2018 to Feb 2019 **Head Global Communications BioNTech AG, Mainz, Germany, short-term assignment**
- Developed a three-year strategic communications plan, including first steps to prepare for IPO communication - left company due to family responsibilities in the Freiburg region.
- April 2016 to Sep 2018 **Senior Communications Manager Partnering F. Hoffmann-La Roche, Basel, Switzerland**
- Responsible for communication by global business development teams with partners such as biotech companies, academia, research hubs and others to ensure aligned communication approach.
 - Supported global alliance and asset management teams in managing internal and external communication processes.
 - Promoted Roche Partnering to global biotech and business development community and global media.
 - Responsible for digital communications strategy of Roche Partnering as part of overall communications strategy.
- Sep 2011 to Aug 2016 **Life science and healthcare communications agency *medconcepts* Freiburg (relaunch - new name due to trademark-protection of *medwork*)**
Clients (selection)
- External business partner to F. Hoffmann-La Roche to support global brand teams, global media relations team and Roche Partnering in strategic communication.
 - PTA Magazin, Springer Nature Publishing Group, Berlin.
 - Bestager Magazin, CPZ Publishing Company, Munich
 - Studies in coaching and consulting, Academy of Continuing Education, Freiburg University of Education - certified coach.
- Sep 2010 to Aug 2011 **International Communications Manager, Global Public Affairs at F. Hoffmann-La Roche Basel, Switzerland**
- Global oncology brand communication (HER2 Franchise, biosimilars task force).
 - Production of global media materials and marketing support for different oncology brand teams, member of global brand and lifecycle teams.
 - Communication leader for biosimilars task force.
 - Lead communication officer for global affiliates.
 - Issue and crisis communication.
 - Budget and agency management.
- Aug 2009 to Aug 2010 **Freelance communications consultant after hospital closed down**
Clients (selection)
- Clinical Trials Center, University Hospital Freiburg.
 - F. Hoffmann-La Roche, Basel, Switzerland.
- Jan 07 to July 09 **Marketing Director, SanaFontis International Cancer Hospital, Freiburg (Newscope Private Equity Corporation, Switzerland)**
- Set-up of marketing and communication department.
 - Budget planning and responsibility, staff management (2 to 3 direct reports).
 - Developed international marketing/communication strategy, including e-marketing, website and patient material in five languages (EN, RU, FR, GER, Arabic).
 - Created and organized *post-ASCO* event for public and patients at the Freiburg Convention Center – *Freiburg Cancer Update* (400 participants).

- March 03 to
Dec 06
- Life Science and healthcare communications agency *medwork***
Clients (selection)
- International Cancer Hospital SanaFontis, Freiburg
 - Breast Care Ethicon Endo-Surgery Europe GmbH, Norderstedt
 - Bayer Healthcare GmbH, Leverkusen
 - Eli Lilly, GmbH, Bad Homburg
 - HIV/AIDS Task Force, Munich
 - Parents' initiative for HIV-positive children, Nettetal (volunteer work, McKinsey Start Social program)
- July 99 to
March 03
- European Public Awareness Manager, Breast Care Ethicon Endo-Surgery Europe GmbH, a Johnson & Johnson company, Norderstedt, Germany**
- Developed public affairs and communications strategy in BIG-4 markets (GER,UK, IT, FR) to support market entry and business growth of new, minimally invasive breast biopsy device *Mammotome™*.
 - Organized of Annual European Scientific Breast Cancer Symposia at J&J's training academy with 300 KOL participants.
 - Co-developed & managed a DTC campaign for early detection of breast cancer together with the German Country Women Association (500,000 members nationwide), the local health ministry and other key stakeholders from the medical field.
 - Member of J&J's German Corporate Social Responsibility team and J&J's Women's Leadership Initiative.
- May 97 to
May 99
- Communication Manager European Organization for Research and Treatment of Cancer (EORTC), Brussels, Belgium**
- Set-up of first EORTC communication office, following training at U.S. NCI
 - Development of communication/advocacy strategy to promote EORTC's pan-European cancer research network to cancer researchers, cancer leagues and other stakeholders.
 - Liaison with the European Commission and the EORTC Foundation, London
 - European news correspondent Journal of the National Cancer Institute, JNCI News and news writer European Journal of Cancer (EJC).
- April 1996 to
April 1997
- NCI/EORTC Fellowship to the Office of Cancer Communications of the U.S. National Cancer Institute (NCI/NIH) Bethesda, Maryland, USA**
- Liaison to the EORTC and other international non-US cancer research organisations such as the German Cancer Research Center (DKFZ).
 - Media relations, international and US media.
 - News writer for the news section of the Journal of the National Cancer Institute (JNCI).
 - Collaboration on science policy, social marketing, and clinical trials education working groups.
- Dec 93 to
March 96
- Communication Manager (Head) of the German Cancer Society based at the time in Frankfurt/Main, Germany**
- Developed communication strategy for Germany's largest federal oncology association (5,000 members, 16 regional chapters).
 - Responsible for developing and managing the PR and media strategy to promote the German Cancer Conference, Germany's most important oncology meeting.
 - Managed the German COALITION AGAINST SMOKING & the German Breast Cancer Awareness Group, Liaison with the Europe Against Cancer Programme of the European Commission.

Languages

- German: native speaker
- English: fluent (spoken and written)
- French: fluent (spoken)

IT skills

- current Microsoft Word/Window versions

Awards/Activities

- Start Social Initiative
- Member Rotary Club
- Roche VIVA Award winner 2015 for best internal global communications campaign, (team award).

Traineeships/Internships

Jan 93 to
March 93

Internship at the European Bureau for Action on Smoking Prevention (BASP) in Brussels, an organization of the European Commission.

- Co-developed European lobbying strategy to establish EU-wide non-smoking legislation.

Feb 88 to
Feb 91

Internship and part-time employment in the Communications Department of the German Cancer Research Center (DKFZ) Heidelberg

- Gained basic knowledge in life science/healthcare communications, media relations and working with scientists, politicians and other stakeholders during a trainee programme followed by part-time employment.

Education and Training

July/Aug. 2016

Metaforum SummerCamps, Abano, Italy

Training in Business Consulting & Organizational Development

March 2012 to
March 2013

Academy for Continuing Education, Freiburg University of Education

Coaching & Consulting (certified coach)

Oct 85 to
July 93

University of Heidelberg

Master of Arts in Political Science and Linguistics

April 85 to
July 85

University of Erlangen-Nürnberg

Studies in: Psychology, History and German Philology