MARIANA ARSENE

MEDICAL LEADERSHIP | MEDICAL STRATEGY | KOL & HCP ENGAGEMENT | HEALTHCARE & PHARMA

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PROFILE

Senior healthcare & pharmaceutical leader with over 18 years of experience in medical communication, HCP/KOL engagement, field leadership, strategic planning and cross-functional execution. Experienced in leading national medical teams and collaborating with healthcare stakeholders across hospital and community settings. Strong scientific communication background, extensive expertise in medical education and scientific engagement, and doctoral-level specialization in strategic management and pharmaceutical marketing. Brings a solid compliance mindset and the ability to translate scientific and market insights into clear, actionable strategies.

PROFESSIONAL EXPERIENCE

HIPP ROMÂNIA | Bucharest

National Sales Director | 2022–Present

- Lead and develop national medical teams, aligning medical strategy, field execution and organizational objectives to drive sustainable performance.
- Develop and implement integrated Medical Affairs and pharmaceutical strategies, leveraging digital transformation, data-driven insights and innovative communication channels.
- Build and maintain strategic relationships with Healthcare Professionals (HCPs), Key Opinion Leaders (KOLs) and medical stakeholders, strengthening scientific engagement and organizational reputation.
- Lead medical education and professional development programs, including scientific meetings, advisory activities, congresses and HCP engagement initiatives.
- Establish and monitor KPIs and performance management frameworks, translating strategic priorities into measurable outcomes and continuous improvement.
- Lead cross-functional collaboration with Medical, Marketing, Sales, Finance and Compliance teams to ensure consistent execution of strategic initiatives.
- Manage budgets, strategic medical projects and resource allocation, ensuring operational efficiency and alignment with business and medical priorities.
- Optimize organizational structures, roles, governance and ways of working to strengthen accountability, decision-making and team effectiveness.
- Ensure full adherence to legal, ethical, compliance and regulatory requirements within pharmaceutical and medical environments, promoting a high-integrity culture.

HIPP ROMÂNIA | Bucharest

Regional Sales Director | 2011–2022

- Led regional medical and sales teams and translated medico-commercial strategy into field execution and performance.
- Managed regional budgets and optimized resource allocation to support sustainable growth.
- Built strategic relationships with healthcare professionals and regional KOLs, contributing to 5 successful product launches.
- Implemented KPIs and targeted marketing strategies that increased market share.
- Developed training and people-management programs, increasing employee retention.
- Implemented innovative digital marketing strategies during COVID-19, generating significantly increasing engagement rate of HCPs.

HIPP ROMÂNIA | Bucharest

Medical Representative | 2008–2011

- Promoted pharmaceutical and nutrition products through ethical, science-based medical communication.
- Developed professional relationships with physicians, KOLs and hospital managers.
- Development of HCP database at national level.

BERKOPHARMA | Bucharest

Medical Representative | 2007–2008

- Developed medical customer relationships and product positioning through evidence-based communication.
- Expanded the customer portfolio and achieved sales growth while consistently exceeding targets.

PUPPYS BEST SHOP | Bucharest

Store Manager | 2005–2007

- Managed daily operations, inventory and commercial activities.
- Implemented inventory controls that reduced losses.

EDUCATION & EXECUTIVE DEVELOPMENT

Doctoral Degree – Engineering & Management – University of Science and Technology POLITEHNICA Bucharest | 2020–Present
Master's Degree – Medicines & Cosmetics- University of Science and Technology POLITEHNICA Bucharest | 2007–2009
Bachelor's Degree – Food Industry -University of Science and Technology POLITEHNICA Bucharest | 2002–2007
Sales Director Certification -Ministry of Labour and Education | 2017–2018
ECDL Certification European Computer Driving License | 2005–2007

CORE COMPETENCIES

Medical Affairs | Medical Leadership | Medical Strategy | KOL Management | HCP Engagement | Scientific Communication | Medical Education | Stakeholder Management | Cross-functional Collaboration | Strategic Planning | Pharmaceutical Industry Expertise | Regulatory & Compliance | Evidence-Based Decision Making | Data-Driven Strategy | Team Leadership | Performance Management | Digital Transformation | Budget Management | Project Management

LANGUAGES & DIGITAL

Romanian – Native | English – C1 | French – A1

Microsoft Office (advanced) | ECDL certified | Category B driving license