

## ANKE ZENS

**Medical Doctor • Journalist • Medical Expert**

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### SYNOPSIS

Dedicated healthcare professional with a broad skill set, including patient care, medical affairs, communications, medical writing and marketing.

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### PROFESSIONAL HIGHLIGHTS

#### **Medical Expert • Medical Journalist**

04/2020 – Present

A TO Z MEDICAL CONSULTING, HAMBURG

- Provides freelance support to pharmaceutical companies, healthcare communication agencies and specialised media

#### **Medical Expert • Associate Director Medical Affairs**

01/2016 – 03/2020

MEDAC GESELLSCHAFT FÜR KLINISCHE SPEZIALPRÄPARATE MBH, WEDEL

- Led crossfunctional teams to successful Scientific Advice Meetings with international health authorities, including FDA, PMDA and ANVISA
- Developed and established the first Managed Access Programme for an ATMP
- Created literature-based dossiers resulting in label extensions including new indications

#### **Medical Director • Client Service Director**

09/2011 – 11/2015

TBWA\WORLDHEALTH\GERMANY, HAMBURG

- Accounted for an extraordinary high pitch success rate
- Ensured a highly efficient communication strategy to stay one step ahead of a direct competitor at launch and beyond
- Provided medical insight and guidance to create award-winning campaigns

#### **Medical Journalist • Editor**

04/2009 – 08/2011

MEDICAL TRIBUNE VERLAGSGESELLSCHAFT MBH, WIESBADEN

- Editor for the medical specialist journals MTD Onkologie – Hämatologie (Oncology) and MTD Neurologie – Psychiatrie (Neurology)
- Online editor in charge for the relaunch of *medical-tribune.de*, winner of the Health Media Award 2011

#### **Paediatric Surgeon**

06/2006 – 03/2009

UNIVERSITÄTSKLINIKUM SCHLESWIG-HOLSTEIN, LÜBECK

- Cared for patients on wards, in the emergency room and operation theatre
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## **EDUCATION**

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### **Studies of Human Medicine**

10/1998 – 11/2005

RWTH-AACHEN (GERMANY), UNIVERSITY SANTIAGO DE COMPOSTELA (SPAIN),

UNIVERSITY OF SHEFFIELD/ROYAL HALLAMSHIRE HOSPITAL (UK)

- Licensed to practice medicine

## **DIGITAL AND LANGUAGE SKILLS**

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Native speaker of German, business fluent in English, fluent in Spanish, basic French. Proficient with both, Microsoft and Apple systems.

## **EXPERIENCE HIGHLIGHTS**

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### **Therapeutic Areas**

- Oncology
- Autoimmune Diseases
- Neurology

### **Medical Strategy**

- Identify and define areas of unmet medical need
- Perform market and competitor analyses to enable distinctive positioning
- Conduct scientific due diligences and evaluate new product opportunities

### **Key Opinion Leader Management**

- Identify and engage KOLs for expert advices on innovative products
- Co-ordinate and moderate advisory boards and interviews
- Collaborate closely for investigator initiated trials (IITs) and post-approval studies (eg NIS, PASS, PAES)

### **Medical Writing**

- Regulatory, R&D and Life Cycle documents
- Fast Track, PRIME, Orphan Drug Status and Maintenance Report
- Educational and marketing materials for HCPs and patients

### **Communications**

- Develop and execute communication plans tailor-made for each step during product life cycle (pre-launch, launch, post-launch)
- Measure success by defining and monitoring the most relevant KPIs
- Orchestrate medical journals and lay press activities