

December 7, 2016, 11:00 A.M. – 12:00 P.M. EST (5:00 P.M. - 6:00 P.M. Berlin Time)

## Webinar: Biopharmaceuticals - R&D, Production and Market Access

### Speaker



Maren Freiberg | Director Business Development Market Access | QuintilesIMS

### Curriculum Vitae

In this role Maren works to support local as well as European customers in all areas regarding German healthcare regulations and optimal launch strategies.

Maren combines experience from the pharmaceutical industry with the service provider point of view, having worked in Business Development, Launch strategy and Market Access. Her areas of expertise encompass general regulations of the German healthcare system with special interest in ATMPs (Advanced Therapy Medicinal Products) and Biosimilars.

Maren joined QuintilesIMS as a Principal Consultant in October 2013, and in this role delivers strategic solutions for the healthcare industry. She is an experienced project manager in the field of Market Access and her project experience includes running Advisory Boards, conducting market research and assessments, supporting KOL engagement, creating patient support programs, as well as detailed work out of launch roadmaps.

Before joining QuintilesIMS, Maren worked as a Consultant and Account Manager at Mederi AG where she was in charge of projects in the field of Stakeholder Man-

**Germany Trade and Invest**  
Gesellschaft für Außenwirtschaft  
und Standortmarketing mbH

Friedrichstraße 60  
10117 Berlin  
Germany

T +49 (0)30 200 099-0  
F +49 (0)30 200 099-111  
office@gtai.com  
www.gtai.com

Sitz der Gesellschaft  
Corporate Headquarters  
**Berlin**

Amtsgericht  
Registered at Local District Court  
**Charlottenburg**

Handelsregisternummer  
Registration Number  
**HRB 107541 B**

Geschäftsführung  
Executive Board  
**Dr. Benno Bunse**  
Erster Geschäftsführer  
Chairman/CEO

**Dr. Jürgen Friedrich**  
Geschäftsführer  
CEO

Steuernummer  
Tax Number  
**30/305/31534**

Vorsitzender des Aufsichtsrats  
Chairman of the  
Supervisory Board  
**Matthias Machnig**  
Staatssekretär  
State Secretary

Bundesministerium für  
Wirtschaft und Energie  
Federal Ministry for Economic  
Affairs and Energy

Gefördert durch das Bundes-  
ministerium für Wirtschaft  
und Energie aufgrund eines  
Beschlusses des Deutschen  
Bundestages.

Supported by the Federal  
Ministry for Economic  
Affairs and Energy on the  
basis of a decision by the  
German Bundestag.

agement, Market Access and Field Force Optimization. Prior to this she was an Auditor at Fresenius SE, where she analyzed and optimized business processes. She also wrote her MBA Master Thesis at Fresenius Kabi Deutschland GmbH within the Oncology Business Unit.

Maren is a German citizen, located in Frankfurt. She has lived and worked in the US (New Jersey). She holds a Post Graduate Degree: Market Access Manager and an MBA in International Financial Management. She studied in Germany (European Business School, Oestrich-Winkel) and India (Indian Institute of Management, Bangalore).

She also acquired the qualification as pharmaceutical sales representative (IHK geprüfte Pharmareferentin).