



## Sari O'Connell

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### ● ABOUT ME

I have over 25 years of experience in the Life Sciences industry, specializing in Digital Health, Wound Care, Infection Control, and POCT IVD, across various management roles including pricing, contracting, supply chain, and customer service.

My core strengths include advanced managerial, analytical, and problem-solving skills. I hold two MSc degrees: one in Science (Biochemistry, Chemistry, Mathematics) and another in Market Access (Health Technology Assessment, Pricing, and Reimbursement).

I am a motivating team player with a proven ability to manage multiple projects, drive change management initiatives, and meet deadlines in demanding environments. I possess extensive knowledge of key success factors in market analysis from both growth and profitability perspectives.

As a strong advocate of the Lean Six Sigma (LSS) methodology, I have successfully completed Green Belt certification. Additionally, I am a certified Scrum Master and an AWS Cloud Practitioner.

### ● WORK EXPERIENCE

01/04/2024 – 28/02/2025 Dublin, Ireland

#### **SENIOR PROJECT MANAGER** SOLVENTUM (PREVIOUSLY 3M HEALTHCARE)

- Dedicated IoT (Connectivity) and mobile app development visionary with a focus on addressing commercial requirements within the healthcare industry.
- Skilled in collaborating with cross-functional teams to deliver impactful solutions that improve patient care and / or operational efficiency.

01/10/2021 – 01/03/2024 Dublin, Ireland

#### **SENIOR PROJECT MANAGER** 3M HEALTHCARE

- Executed market research together with marketing to prioritise projects for healthcare business group
- Managed projects aiming at increasing the digital footprint of 3M
- Initiated working group within R&D to explore opportunities in “virtual wards”
- Set up procedures and guidelines for the newly formed legal entity 3M DSC Ltd
- Prepared documentation for Irish tax credits resulting in return of 25% expenses

01/09/2020 – 01/09/2021 Dublin, Ireland

#### **COMMERCIAL OPERATIONS LEADER** EMEA 3M

- Joined 3M through KCI Medical acquisition as an existing employee
- Managed Customer Service Indirect (Distributor Markets), e-Solutions (Order Automation) and Oracle issue resolutions.
- Removed manual steps in OTC cycle by automation
- Supervised a team and ensured that the Customer Service mantra “Deliver the correct product, at the correct price, to the correct location and to the correct customer” was followed.
- Developed KPIs to measure team performance
- Organised customer satisfaction surveys. Recognised corrective actions and prepared an action plan to improve customer satisfaction.
- Participated in 3M + KCI integration

01/12/2017 – 01/08/2020 Dublin, Ireland

#### **DIRECTOR OF COMMERCIAL OPERATIONS** EMEA KCI MEDICAL

- Responsible for customer service and supply chain in our indirect sales channel
- Responsible for setting up European guidelines for pricing, tendering and contracting.

01/01/1999 – 01/11/2017 Dublin, Ireland

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**STRATEGIC PRICING MANAGER KCI MEDICAL**

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- Responsible for creating pricing policies and strategies for KCI Medical across EMEA
- Ensured that the approved pricing strategies are being executed in all pricing decisions across the product portfolio (surgical portfolio, negative pressure wound therapy, advanced wound dressings)
- Ensured that all opportunities to minimize price erosion are recognized by publishing Standard Operating Procedures (SOP)
- Drove proactive interaction with the Country Managers, Sales & Marketing, Scientific Affairs, Health Economics and Market Assess.

01/05/2013 – 01/12/2015 Dublin, Ireland

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**REGIONAL CONTRACT MANAGER KCI MEDICAL**

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- Designed pricing corridors to guide pricing decisions by subsidiaries and distributors in established markets.
- Prepared meaningful analysis of contract and tender awards for the management and sales team and had full responsibility analysis, management, and implementation of contracts and tenders.

01/06/2007 – 01/05/2013 Kildare, Ireland

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**SALES MANAGER NORDIA HEALTH & HYGIENE**

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- Established Nordia Health & Hygiene Ltd. in Ireland to introduce Scandinavian 'POCT IVD' companies to the Irish market.
- Made successful market entry for point-of-care (POC) diagnostic tests in the Irish general practice and pharmacy markets.
- Prepared marketing campaigns for the product portfolio.

01/02/2011 – 01/05/2013 Kildare, Ireland

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**MARKET ANALYST ORION PHARMA**

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- Gathered data from both publicly available and purchased databases, consolidated the data using advanced Microsoft Excel and prepared conclusions on the market (customer needs, potential market size, price level, competitors, regulatory issues). Made recommendations on sales, marketing and distribution strategies.
- Identified and analysed Key Opinion Leaders (KOL) in target market areas (Ireland, Finland, Norway, Denmark, Germany, France, Holland, and the UK) for (1) new PCR-based equipment to detect Healthcare Associated Infections and (2) hygiene monitoring tools for food service and food retail markets.
- Identified and analysed national regulatory bodies and authorities, professional authorities and patient organisations in relation to the products.
- Interviewed opinion leaders face-to-face to gather end-user comments on the products (performance, pricing, usability etc.), analysed the information by both qualitative and quantitative research methods and presented the findings to the CEO and the management team, Research & Development, Sales & Marketing and Administration.
- Formed an extensive network of "trusted partners" for future product evaluations.
- Played a key role in designing a sales and marketing strategy for the new PCR-based equipment and choosing future test parameters on the platform.

01/02/1999 – 01/04/2007 Espoo, Finland

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**EXPORT MANAGER ORION DIAGNOSTICA**

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- Developed and managed distribution channels in several European countries (e.g. UK, Spain, Belgium) and Latin American countries (e.g. Brazil, Argentina, Chile, Mexico, Venezuela), ensuring product availability for the customers.
- Created market entry and sales strategies, located distributors, made distribution agreements, carried out price negotiations, organized product training etc.
- Trained large groups of sales & marketing representatives in each country.
- Carried out extensive market research on the national health systems of European and Latin American countries.
- Was part of the management organization selecting research projects for commercialization.

01/09/1996 – 01/01/1999 Espoo, Finland

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**BUSINESS UNIT MANAGER ORION DIAGNOSTICA**

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- Supervised a team
- Managed the business unit responsible for developing, manufacturing and marketing diagnostic products for hormones and markers according to the ISO9000/FDA regulations.
- Analyzed sales and market data by geographic areas, market segments and product groups.

- Directed the cooperation between Sales & Marketing and Research & Development in order to bring new, innovative products to the market.
- Was responsible for worldwide sales and marketing for the Hormones & Markers BU.
- Managed the launching of new products with a sales and marketing team.

01/01/1994 – 01/08/1996 Espoo, Finland

#### **PRODUCT MANAGER** ORION DIAGNOSTICA

- Formed a global network of opinion leaders, researchers and clinicians, initiated pilot projects to evaluate the usefulness of new products.
- Prepared marketing material for the product group of Bone Markers and carried out direct sales negotiations for the products.
- Managed the technical support of the product range (raw materials, technical questions, complaint handling etc.) and received sales estimates from the main customers.
- Managed the registration of products for the Japanese and US markets.
- Visited Key Opinion Leaders in Europe, the USA and Japan to form an extensive network of “trusted partners”.

01/02/1991 – 01/08/1993 Munich, Germany

#### **RESEARCHER** MAX-PLANCK INSTITUT

- Carried out doctoral level research on recombinant synthesis of basement membrane collagen, utilizing all standard techniques used in molecular and cell biology, protein chemistry and immunology.

01/08/1990 – 01/01/1991 Oulu, Finland

#### **SUPERVISOR** UNIVERSITY OF OULU

- Supervised students carrying out laboratory courses.

### ● **EDUCATION AND TRAINING**

01/09/1986 – 30/05/1991 Oulu, Finland

#### **MSC IN BIOCHEMISTRY** University of Oulu

**Level in EQF** EQF level 7

01/09/2015 – 30/05/2020 Sheffield, United Kingdom

#### **MSC IN MARKET ACCESS** University of Sheffield

**Level in EQF** EQF level 7

### ● **LANGUAGE SKILLS**

Mother tongue(s): **FINNISH**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
<b>ENGLISH</b>	C1	C1	C1	C1	C1
<b>SWEDISH</b>	A1	A1	A1	A1	A1
<b>GERMAN</b>	A1	A1	A1	A1	A1
<b>SPANISH</b>	A1	A1	A1	A1	A1

*Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user*

● **DIGITAL SKILLS**

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Microsoft Office | Microsoft Word | Microsoft Excel | Social Media

Digital Health

Commercial Operations

Lean Six Sigma