

## Work Certificate

**Marjukka Miettinen**, 261275-0381 has a full-time employment as Account Manager at Vantive Oy, 3377790-8. Vantive Oy is a spin off of Baxter Oy, 0584473-9.

Marjukka started her employment as Account Manager in Baxter Oy on 2022-03-14 and her employment transferred to Vantive Oy as of 2024-04-01 and is ongoing.

*Account Manager* is responsible for achieving business results in their assigned geographical territory. They will work in partnership with our healthcare customers to impact improved outcomes for patients through change management and efficient patient pathways. This will be achieved by facilitating quality improvement programs that will deliver true value, influencing decision-making processes and maximizing market opportunities. As a field-based role, they will be required to travel across their territory to maintain and develop relationships with key decision makers and demonstrate flexibility to achieve their commercial objectives.

### *Key Responsibilities:*

- Develop and implement territory business plans in collaboration with internal stakeholders (e.g. clinical, marketing, medical, operations) to achieve commercial objectives, drive activity in key accounts and SGP (Sales Gross Profit) targets
- Analyze all key accounts within the assigned territory with regards to history, current situation, opportunities, challenges, desired outcomes and formulates an action plan with timelines and success measures
- Proactively gather data insights from multiple platforms to inform sales forecast, market trends, sales strategy, account planning, commercial decision making and Long-Range Plan.
- Leads/manages agreed negotiations across all stakeholder groups by aligning Company solutions to Trust objectives and progress new opportunities. This includes guiding healthcare partners through the most up to date advancements of funding mechanisms
- Manage competitor risk through analysis of territory competitor activity, feeding this back internally as required and externally aligns the Company message to counteract competitor campaigns
- Execute a tailored approach with clinical stakeholders and divisional level non-clinical stakeholder management with clinical/operational/economic messaging of the benefits of the Home therapies.
- Support the development of business cases to extend therapy services and time-on therapy by innovating approaches & strategies to expand the use of current services.
- Work in partnership to develop patient pathways to demonstrate need for change, project manage the change process and utilize continuous improvement methodology to identify & address issues that impact patient outcomes

- Present clinical therapy messaging, technology, evidence-based studies, modalities & portfolio in collaboration with the Renal Therapy Specialist
- Use CRM, revenue reports, patient number trends to support planning sequential selling, territory analyses, individual and group selling plans



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