



Marianna Lykidou

Work permit: Greek | **Date of birth:** 24/10/1978 | **Place of birth:** THESSALONIKI, Greece |

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EDUCATION AND TRAINING

09/10/2016 – 10/10/2022 PATRA, Greece

MASTER IN MANAGEMENT OF HEALTH INSTITUTIONS Hellenic Open University

Website www.eap.gr | **Thesis** The effect of diagnostic uncertainty on patient satisfaction.

2002 – 11/2004 SUNDRLAND, United Kingdom

MASTER IN BUSINESS STUDIES University of Sunderland

Website www.sunderland.ac.uk | **Thesis** How can commitment be achieved.

1997 – 2001 ATHENS, Greece

BACHELOR IN METHODOLOGY, HISTORY AND THEORY OF SCIENCE National and Kapodistrian University

Website www.uoa.gr | **Thesis** Artificial intelligence and cognitive science.

WORK EXPERIENCE

12/2021 – CURRENT THESSALONIKI, Greece

MEDICAL SALES REPRESENTATIVE  BOEHRINGER-INGELHEIM

- Superior Customer Engagement Capability (Knowledge & Skills):
- Effective Knowledge depth (Disease, Clinical Trials, Product, Marketing strategy, Competitor intelligence and Environment) to communicate confidently and competently with customers.
- Territory promotion accountability (e.g. market performance value, units, market share%, etc.).
- Create demand/ generate prescriptions for promoted BI products by utilizing the available resources/tools/ channels and trained behaviours.
- Plan, co-create and execute Multi Channel Cycle Plans (MCCPs) with excellence:
- Maintain an accurate & complete customer (email address and other contact information) data base in Veeva.
- Develop, validate and execute MCCPs for the allocated territory to maximize BI business and ensure achievement of promotion targets/objectives with particular focus on message execution (reach, frequency, call duration).
- Effective Knowledge depth (Disease, Clinical Trials, Product, Marketing strategy, Competitor intelligence and Environment) to communicate confidently and competently with customers.

02/2020 – 12/2021 THESSALONIKI, Greece

AREA SALES MANAGER PROMOPHARMA

- Developed and implement sales strategies to achieve annual targets and business growth.
- Managed development and support a team of 12
- Build and maintained relationships with key stakeholders, including hospitals, clinics, and private healthcare providers.
- Drove market expansion, negotiated high-value sales, and secured strategic partnerships.

12/2014 – 02/02/2020 THESSALONIKI, Greece

MEDICAL SALES REPRESENTATIVE PROMOPHARMA

- Actively build a pipeline of projects aligning the strategic advantages of key suppliers with current and potential customers.
- Actively managed projects through the pipeline to commercialisation.
- Achieved and fostered beneficial customer relationships by making frequent customer and prospect visits to pharmaceutical and manufacturing companies,

10/2005 – 11/2014 THESSALONIKI, Greece

MEDICAL SALES REPRESENTATIVE SANDOZ

- Reporting innovative solutions and achieving monthly sales.
- Organizing group presentations.
- Responsible for a range of pharmaceutical products based on Cardiologists and Orthopedists.
- Managed existing customer accounts to achieve targeted annual sales budgets
- Participated in conferences and activities organised by the company to improve the relationship with the target audience and enhance the quality of information.

06/2004 – 10/2005 THESSALONIKI, Greece

MEDICAL SALES REPRESENTATIVE BRISTOL-MYERS-SQUIBB

- Managed existing customer accounts to achieve targeted annual sales budgets
- Achieved and fostered beneficial customer relationships
- Organized group presentations.
- Promotion to a more demanding team.

DIGITAL SKILLS

Microsoft Office | Microsoft Word | Microsoft Excel | Outlook | Microsoft Powerpoint | Skype | Google Drive

LANGUAGE SKILLS

Mother tongue(s): **GREEK**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C2	C2	C1	C1	C2
ITALIAN	B2	B2	B1	B1	B1

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