

# Mieske Lieuwen MBA

Willem Silviustraat 1  
2515 TX Den Haag

## Date of birth

31st of March 1978

## Nationality

Dutch

## Contact

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## Introduction

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I'm an enthusiastic sales professional with a proven track record. One of my main capabilities is signaling and creating changes in a customer driven market. The next step in my career will be a new challenge within sales and customer relation management.

## Education

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2000 - 2002	MBA, Master of Business Administration, part-time, The Hague University, completed October 2002
Fall 1999	Foundation Course Master of Business Administration
1996-2001	Bachelor degree Human Nutrition and Dietetics, Haagse Hogeschool, completed January 2001
1995-1996	Lakeland High School, White Lake, Michigan, USA, completed June 1996
1990-1995	HAVO, Sancta Maria High School, Haarlem, completed May 1995

## Professional Experience

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2015	<b>Owner ZorgMarketing</b> Start as freelancer, exploring the marketing and sales of the entire healthcare industry.
2005-2014	<b>Roche Nederland BV</b> <i>Product Specialist Oncology</i> As a Medical Sales representative, I am key link between my company and healthcare professionals. On a strategic level, I was able to increase the awareness and sales of the assigned product Main responsibilities <ul style="list-style-type: none"><li>Working with the sales team to develop strategies and executing annual sales plans to ensure a consistent marketing message.</li><li>Monitoring and analysing data and market conditions to identify competitive advantage.</li><li>Organizing conference meetings with customers and build effective business relationships with the entire DMU.</li><li>Keep up with new medical and market developments and attend (inter) national sales meeting and congresses.</li></ul> Achievements: I have proven to reach the company sales targets and individual business performance targets by being one of the best sales persons within my product group.
June 2004	Serono Benelux, <i>Key Account Manager</i> in Multiple Sclerosis Medical Representative for product in MS targeting neurologists
April 2003	Grünenthal BV, <i>Sales Representative</i> for product introduction in Pain management Introduction of this medicine in new market segments, started with GP's and developing to specialists. Responsibilities <ul style="list-style-type: none"><li>(sales) targets during the first phase of the product life cycle.</li></ul> Achievements The success of my work was rewarded with "best newcomer 2003 Europe"
April 2002	Innovex, <i>Sales Representative interim</i> for maternity leaves across The Netherlands for MSD

## Business Courses

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2015	Personal coaching and business development course at Corinor
2005- 2014	Many different in-house courses; basic medical training, specific oncology training, specific medicine training, Sales training, Personal leadership training, rayon management, Drug safety training, MS office, Google plus training, CRM system trainings.
2005	Farmeduca part 1, 2 en 3

## Additional experience, skills & interests

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2012 - current	Member of Sociëteit de Witte, The Hague
2011 - current	Neighborhood road safety team Rivierenbuurt
2011 - 2013	Chairman of VvE board of 't Haegsch Hof Blok C
2010 - current	Parent initiative Jan van Nassauschool / O3 Rivierenbuurt
2009	Nieuwe Stad Prijs Team, promoting 't Haegsch Hof project. Result: rewarded €5000
2006- 2008	Member of VMC Women in Marketing and Communication

