

Frank Sielaff

Curriculum Vitae

Professional Experience

- Product-Management ✓
- Sales-Management ✓
- Marketing-Management ✓
- Business-Management ✓
- Export-Management ✓

Frank Sielaff

Experience

- | | |
|--------------------------------|--|
| May 2005 - Present | Healthcare Business Consultant |
| 01.10.2003 - 30.04.2005 | Agency for Products in the Institutional Business in Herford, Germany
Development of Business for a French company in the Institutional Healthcare Segment <ul style="list-style-type: none">• Development of customers in Germany, Austria, Switzerland and selected markets in Central- and Eastern Europe• Basic structure developed for Sales- and Technical Infrastructure |
| 01.11.1998 – 30.09.2003 | Invacare Deutschland GmbH in Bad Oeynhausen
Marketing-Manager, Manager of Customer Service and Export-Manager <ul style="list-style-type: none">• Implementation of the Marketing Concept “Basic Line and Profi Line”• Support of the Merger with Scandinavian Mobility• Responsibility for the Export Markets |
| 06.1998 – 10.1998 | Dental Distributor DCD in Worms
Dental Business Start Up <ul style="list-style-type: none">• Sales Management• Product Acquisition |
| 02.1995 – 05.1998 | Medical Vision Europe GmbH in Heidelberg
Business Manager <ul style="list-style-type: none">• Development of an international Distributor Network for Dental High-tech Instruments• Support of Consulting Projects |
| 08.1993 – 01.1995 | Beautycare Frank Sielaff in Worms
Sales agent <ul style="list-style-type: none">• Professional products• Cosmetics |

Frank Sielaff

01.1993 – 07.1993

Spitzner GmbH in Ettlingen

Sales- and Marketing-Manager
(Physical Therapy)

- Management of Salesforce and Marketing Team
- Successful Introduction of „Dermal Ölbad Spitzner“
- Regional Extension of Activities to the former Eastern Germany
- Market Position maintained despite new Healthcare Decree

01.1990 – 12.1992

Becton Dickinson GmbH

Product-Manager Medical Single Use Products

- Successful Adaptation of the European „Safety Compliance Initiative“ in Germany. The Program accepted by Customers as „added value“
- Successful Introduction of several Products e. g. Amber-Syringe, Special Needles, Blades and Scalpels
- Assignment as Sales Manager East Germany
- Assignment as Leader of the „Waste Management Group“ Germany which has been established to respond to the new Packaging Degree
- Assessment after the second Year: Outstanding

01.1987 – 12.1989

Abbott GmbH

Sales Representative

- Ranking of Sales Area has become No. 1 after 3rd Place when taking over (in total 18 Sales Areas. Sales Increase of approx 30% within 3 Years.
- 1,5 Years after Introduction of Enteral Nutrition Sales Area is on 2nd Position.
- Pioneer in Discovering the Homecare-Segment for Enteral Nutrition. This is still the major Segment Abbot is serving until today.

Frank Sielaff

Study

1980 – 1986

University of Mannheim

Study of Economics with Diploma

Education

1979 – 1980

Military Service in Gießen

1970 – 1979

Rudi-Stephan-Gymnasium in Worms
High School Degree (Abitur)

1966 – 1970

Primary School in Worms

Special Expertise

Knowledge

Products

- Ostomy Products and Wound Dressing
- Enteral Nutrition
- Medical Single Use Products
- Physiotherapy Products
- Dental Hightech
- Wheelchairs and Rehabilitation Products

Market Segments

- Clinics, Medical Distributors, Nursing Homes, Physiotherapy Offices, Dentists, Dental Depots

Regions

- Western European Markets (Germany, Austria, Switzerland)
- Central- and Eastern Europe
- Middle East

Languages

German, English (fluent), French (basic)

Herford, 24.07.2005