

Personal information

Name: John Speksnijder, M.Sc., SMP*
Date of Birth: 1968, October 11
Nationality: Dutch
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Marital status: married
Competences: self confidence, stress management, flexibility, analytical, conceptual and strategic thinking, result oriented, building collaborative relationships, influencing others, oral and persuasive communication.

** Since 2010 certified Senior Marketing Professional by NIMA Qualifications.*

Current employment

2008 – present: Independent Interim- and Project Manager at Speksnijder Marketing & Projectmanagement

Marketing- and project management, consultancy and business development for the pharmaceutical industry, life-science and healthcare organizations on;

- Strategy- en concept development
- Interim management (Marketing/Medical/Sales)
- Marketing- en communication support
- Project development and implementation

2011 – present: Initiator and moderator of FlexFarma

Network organization for independent professionals in the pharmaceutical industry, biotechnology, life science and healthcare.

Interim positions and projects

- 2014 Actelion: Medical Science Liaison Tracleer - Digitale Ulcera
- 2013 Radboud UMC: Business development for new biotech company
- 2013 Maastricht Instruments: Business development new analysis instrument
- 2012 Shire: Brand Manager Nephrology
- 2011 Shire: Project Manager ADHD / New Products
- 2011 MSD: Product Specialist Rheumatology/Immunology
- 2010 Schering-Plough/MSD: Medical Scientific Liaison Immunology
- 2010 GfK Health Care: Client satisfaction research for a generic company
- 2009 Pfizer: Product- and Brand management Established Products
- 2009 Grünenthal: Product- and Brand management pain
- 2008 SP-MSD: Consultancy Market Research
- 2008 Radboud UMC: Business plan new R&D organisation
- 2008 Grünenthal: Product- and Brand management new pain product

Other Employments

Product Group Manager Marketing Pain Grünenthal (February 2005 – December 2007)

- Manager of 2 direct reports: Product Manager and Project Manager, and assistant
- Budget and Profit & Loss (P&L) responsible for complete portfolio
- Strategic Brand Planning Pain products
- Business Development new pain products and licencing
- Forecast & Budgeting
- Action- and Year Planning
- Key Opinion Leaders management
- Leader of brand/sales excellence teams

Associate Director Marketing CNS Europe Organon (January 2003 – January 2005)

- Strategic Brand Planning CNS Europe
- Forecast & Budgeting
- Country responsibility and services local affiliates
- Action / year-planning marketing projects
- Internal marketing meetings
- Member of several strategic taskforces and marketing teams

Associate Director Marketing Fertility Asia, and Middle East Organon International (February 2003 – December 2003)

- Strategic Brand Planning Fertility Asia and Middle East
- Forecast & Budgeting
- Country responsibility and services local affiliates
- Action / year-planning

- Internal marketing meetings
- Member of several strategic taskforces and marketing teams

Strategic Product Manager Fertility Organon Netherlands (October 2000 – February 2003)

- Budget responsible for Fertility portfolio.
- Strategic Brand and Portfolio Planning
- Forecast & Budgeting
- Action / year-planning
- National Marketing & Sales Meetings
- Key Opinion Leaders management
- Member of Global Marketing Team

International Medical Adviser CNS Organon International (Augustus 1999 - October 2000)

- Coordination of strategic Clinical Trial Program (phase 3 and 4)
- International product strategy team
- International Key Opinion Leaders management
- Medical country responsibility and support
- Product/medical presentations
- International congresses/symposia

Medical Information Officer / Medical Advisor CNS Pfizer Netherlands (October 1996 - Augustus 1999)

- Medical Information on CNS portfolio
- Coordination of local strategic Clinical Trial Program (phase 3B and 4)
- Local Medical Plan (as part of Brand plan)
- Scientific Key Opinion Leaders management
- Internal and external medical training
- Sales and marketing support
- Product/medical presentations
- Medical Questions and Answers

Representative Central Nervous System (CNS) Pfizer Netherlands (June 1995 – October 1996)

- Regional Sales Target responsible for portfolio to specialists, GP's and pharmacists
- Execution action/year-planning
- Regional Opinion Leaders management

Scientific Projectmanager Akzo Nobel (September 1994 – June 1995)

Project management international taskforce of the European Centre for Ecotoxicology and Toxicology of Chemicals (ECETOC)

Education, Training, and Courses

- 2014 NIMA Leadership Capability Training
- 2013 NIMA Expert Class: Branch marking
- 2013 NIMA Expert Class: The Next Step in Social Media
- 2012 NIMA Expert Class: Karaktervol Positioneren
- 2010 NIMA Registration Senior Marketing Professional
- 2006 NIMA-B: Pharmaceutical Marketing
- 2004 Product Strategy Seminar, MCE
- 2003 Essentials of Pharmaceutical Product Management, MCE
- 2002 Building Brand Strategies, MCE
- 2002 Building Brand Equity, MCE
- 2001 NIMA-A
- 2001 Media training
- 1999 Pfizer Pharmaceutical Regulatory Education, Pfizer Inc.
- 1998 Regulatory Affairs, StRIA
- 1997 Presentation techniques, Pfizer Inc.
- 1997 GCP-training, MediServ
- 1996 GCP-training, Pfizer Inc.
- 1988 – 1994 Biology, M.Sc., University Utrecht.
- 1981 – 1988 Atheneum, RSG De Drie Waarden, Schoonhoven.

Other activities

- 2010 – current: Vice-president Reünistenvereniging Lungit lunctos
- 1989 – 1990: Member dies commission 'Utrechtse Biologen Vereniging'
- 1990 – 1992: Member scientific commission faculty Biology
- 1990 – 1992: Praises offset commission, USSR in Utrecht
- 1991 – 1994: Part-time cabdriver
- 1989 – 1993: E.C.T., dept. process and stack planning, Port of Rotterdam

Hobby's

- Running, swimming, squash, golf, music, dining, and historic car rallies with my BMW youngtimer.