



Carla Lorena Lucchinetti-Fall

INFO

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PERSONAL

Date of birth

11th June 1980

Civil status

married, 2 children (2007/2014)

Nationality

Swiss

Driving license

B

Hobbies

Family life, foreign languages, traveling,
dog trainee

LANGUAGES

Romanian

native / mother language

German

very good spoken and written
(Swiss German and standard German)

English

good

French

needs exercise

EXPERIENCE

06.2012 - present **Sales Operations Manager, AMGEN Switzerland AG**

Veeva CRM

- Single Point of Contact and Project Lead for the Swiss Affiliate in the implementation of Veeva CRM
- Plan, communicate and drive the implementation of new Modules
- Train the Sales Representatives on Veeva
- Maintain and create the local documentation for Veeva

Mobile Intelligence

- For the Swiss Affiliate - Coordinate the implementation and development of the CRM System Mobile Intelligence and the associated modules including vendor management and training of the sales reps
- Administration of Mobile Intelligence

SIP (Sales Incentive Plan)

- Responsible for the entire Sales Incentive Plan:
 - Setup the yearly Sales Incentive Plan and validate it with the Business and higher Management
 - Calculate and communicate the Sales Targets and agree on them with the higher Management
 - Communicate on regular basis the sales achievement to the sales reps and the higher Management
 - Implement a Sales Incentive Tool for the Swiss Affiliate in cooperation with external vendors

SFE (Sales Force Effectiveness)

- Setup the customer segmentation for all Business Units and Brands
- KPI calculation: Customers at Call Commitment, Call Frequency, Call Commitment achievement
- Create Sales and Activity Reports using Tableau

10.2010 – 05.2012 **Specialist IS Business Analyst, AMGEN Europe GmbH**

- CRM and other Systems: Mobile Intelligence, STP POA Builder, Organization Manager
- Ensure that a particular technology meets IS technical standards
- Ensure that new and existing services meet business requirements throughout major segments of the Organisation
- Provide second- and third-line support for Amgen IS components demonstrating thorough knowledge of objectives and processes



EXPERIENCE (continued)

- Promote and develop communication between the business, technical staff and suppliers to integrate cross functional Amgen IS components with business strategies
- lead cross-functional team meetings to develop and implement business solutions and optimize operations
- Participate in evaluating Amgen IS components and processes demonstrating a thorough understanding of the client's business, their processes and their priorities
- Maintain in-depth knowledge of information systems technology
- Facilitate process mapping sessions for complex business processes
- Lead the implementations and communications efforts of new programs and processes
- Mentor and train department staff members
- Change Owner of the internal customers segmentation tool integrating IS systems with enterprise-wide strategies

11.2009 – 09.2010

Solution Configuration Manager & End User Support Manager, Cegedim SRH S.A.

- Management and coaching of the end user support- and solution configuration support-team
- Planning and assistance of the operational daily business
- Set up of operational schedules
- Further development and process implementation
- Evaluation of statistics
- Troubleshooting
- Project monitoring and resources allocation for the project implementations
- Employees training on new modules and their functionalities
- External- and internal customer consulting about the CRM customization
- Coordination and implementation of the system setups for rollouts

02.2009 – 10.2009

Solution Configuration Manager, Cegedim SRH S.A.

- Main focus Pharmaceutical CRM, pharmaceutical know how
- Management of the system configuration team
- Project monitoring and resources allocation for the project implementation
- Employees training on new modules and their functionalities
- External and internal customer consulting about the CRM customization
- Coordination and implementation of the system setups for rollouts



EXPERIENCE (continued)

- 03.2008 – 01.2009 **Product Manager / Solution Configuration Manager, Cegedim SRH S.A.**

 - Main focus pharmaceutical CRM (Teams), pharmaceutical know how
 - Tasks coordination of the system configurator specialist team
 - Interface between account manager and system configurator team
 - Account manager consulting about CRM customization
 - Coordination and implementation of the system setups for rollouts
 - Planning and coordination of the customization projects
 - Testing and validation of new software versions
 - Testing and customization of new modules and features
 - Employees training on new modules and their functionalities
 - Document and forward the system BUGs to the headquarters
 - Transfer and coordination of client development requests to 2nd and 3rd level support
- 10.2006 – 03.2008 **Senior Business Support Analyst, Cegedim SRH S.A.**

 - Main focus pharmaceutical CRM (Teams), pharmaceutical know how
 - Rollout of new clients
 - Customer consulting and account manager consulting for system customization
 - Analysis and implementation on time of the client requests
 - Formation and training of new employees on host tools and system customization
 - Planning and coordination of internal projects and subprojects
- 01.2004 – 09.2006 **Business Support Analyst, Cegedim SRH S.A.**

 - Main focus pharmaceutical CRM (Teams)
 - System customization in a host emulation environment
 - Creation and maintenance of the customization documents
 - Evaluation and implementation of the client requirements in common meetings with the account manager
- 08.2002 – 09.2003 **Application developer, T_SEC iT-Security AG**

 - Develop of different Modules
 - Creation and renewal of the test plans
 - Configuration and installation of the test environment
 - Software testing



ADVANCED EDUCATION

- 08.2016 – 02.2018 **CAS „Communication and Collaboration“, FFHS (Fernfachhochschule)**
- 09.2014 **Internal Training in Project Management**
- 10.2003 – 03.2005 **pre-degree Communication, Fachhochschule für Wirtschaft und Verwaltung Zürich**
Course of studies: Communication
- 01.2003 **Internal Training, Cegedim/Paris**
Assistant Technico-Commercial

APPRENTICESHIP

- 08.2000 – 07.2002 **Computer scientist with focus on software Development“, iT_SEC IT-Security AG**
Use of COM components in Visual Basic scripts for the automatization of application credential requests

EDUCATION

- 1994 – 1998 **Abitur / Matura in Chemistry-Biology RO**