

## INFO

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## PERSONAL

Date of birth 11<sup>th</sup> June 1980 **Civil status** married, 2 children (2007/2014) Nationality Swiss

**Driving license** 

#### **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

# Carla Lorena Lucchinetti-Fall

## 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)

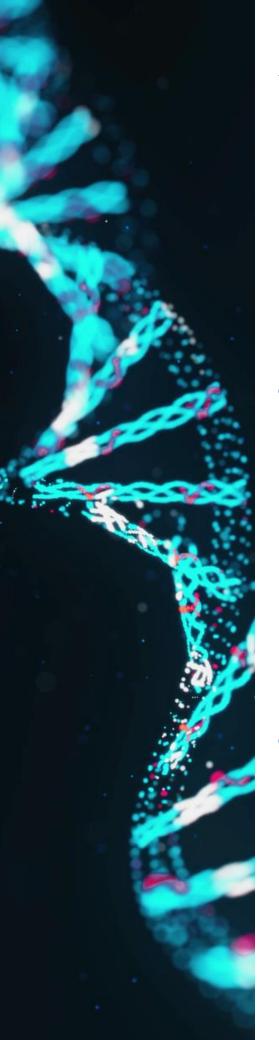
- Responsible for the entire Sales Incentive Plan:
  - Setup the yearly Sales Incentive Plan and validate it with the Business and higher Management
  - Calculate and communicate the Sales Targets and agree on them with the higher Management
  - Communicate on regular basis the sales achievement to the 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)

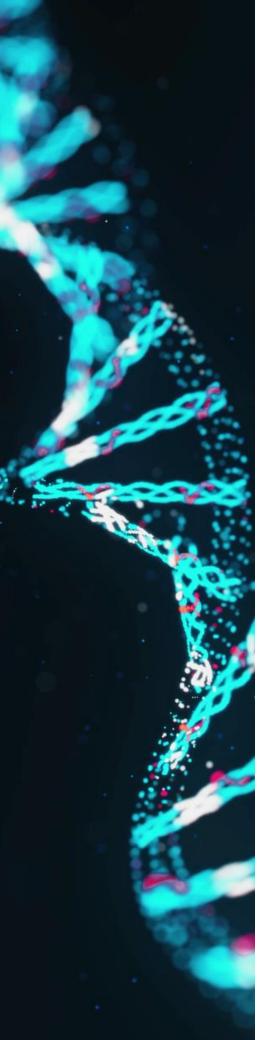
- Promote and develop communication between the business, technical staff and suppliers to integrate cross functional Amgen IS components with business strategies
- lead cross-functional team meetings to develop and implement business solutions and optimize operations
- Participate in evaluating Amgen 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

#### <sup>11.2009-09.2010</sup> 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)

#### <sup>03.2008-01.2009</sup> 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.

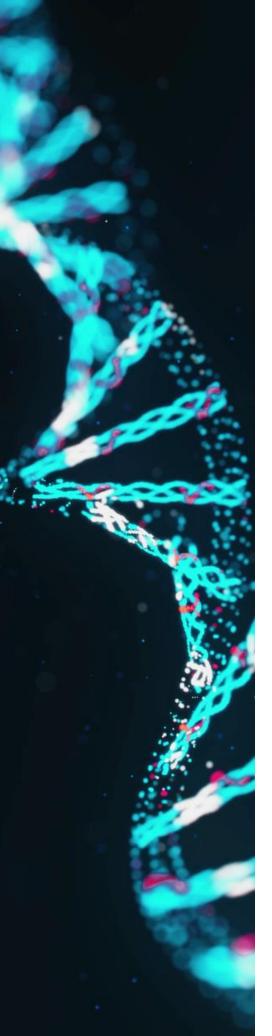
- Main focus pharmaceutical CRM (Teams), pharmaceutical know how
- Rollout of new clients
- Customer consulting and account manager consulting for system customization
- Analysis and implementation on time of the client requests
- Formation and training of new employees on host tools and system customization
- 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

0 1994 - 1998

Abitur / Matura in Chemistry-Biology RO