

# Monica Erstad

## Business Developer & Sales Optimizer

### ABOUT ME



Mobile +45 22442004

Email [monica.erstad@gmail.com](mailto:monica.erstad@gmail.com)

Slotsbakken 121, 2970 Hørsholm

Citizenship Danish/Irish

### SKILLS

- Sales and result driven!
- Passionate about people
- Sales Training
- Chain negotiation
- Product and disease educating colleagues, Pharmacies, Matas
- Marketing material that sells
- Innovative and creative
- Synergizes in all interactions

### CERTIFICATIONS

- LIF 2006
- Mindfulness instructor

### VOLUNTEER WORK

- Visitor friend at nursing home
- Red Cross
- Church

### EMPLOYMENT

05/2021-11/2021

#### **Stada Nordic**

6-month assignment to scope and implement new acquired portfolio re marketing and strategy. Responsible for Matas education DK and Pharmacy sales district east Denmark went from index 65 to index 120.

08/2020 -

#### **ByMonicaDesign.com**, owner

09/2018 - 05/2021

#### **M/S Museet for Søfart**, museum guide

08/2018 - 08/2020

#### **Mundipharma**

Key Account Manager  
Pharmacies, Matas

03/2017-07/2018

#### **Alcon Pharma**

Territory Manager  
Ophthalmologists, Pharmacies, Matas

09-2016-02/2017

#### **Boehringer Ingelheim**

Territory Manager GP/specialist  
6 months contract to launch new products

02/2010 - 08/2016

#### **GSK Consumer Healthcare**

Product Specialist Rx & OTC  
GPs, Specialists, Pharmacies  
Panodil 665 pilot launch project

06/2007 - 01/2010

#### **Sanofi-Aventis**

Product Specialist Rx & OTC  
GPs, Specialists

08/2006-05/2007

#### **AstraZeneca**

Product specialist RX  
(GP'S and specialist)

## SPARE TIME

- Family/friends
- Sailing
- Photography