

Curriculum Vitae



Name: Anita Patel Jusnes
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Mobile: +47 913 24 463
Date of birth: 24. Sept 1974
Marital status: Married, 2 children (19 and 17 years)

Key Skills

Passionate about healthcare, people and business. Strong in creating and leading high performing teams. Track record in launch excellence. Result oriented and a winning mind in a competitive world. Broad business understanding from other cross-functional areas. Developed and supported impactful innovative business solutions. High sense of urgency and agility. Over 20 years in the pharma industry primarily in commercial management roles. Identify and develop key talents. Experience of complex re-structuring processes. Lead with purpose and pride. Lead by role-modelling company values.

Work Experience

2020 -

Genetic Analysis AS

2020 (Dec.) - Chief Commercial Officer

Key responsibilities: Key focus on scale-up and top line growth acceleration. Lead and develop the commercial team by implementing operating standards and processes within CRM system, focus on sales efficiency and execution, define brand strategy, shape commercial deal structures, build global distributor network, partner up within service, marketing, and sales, find new business development opportunities, funds-raising towards investors, pre-IPO preparations. Build high-performing team and a proactive solution-oriented business culture. Business: IVD Diagnostics – Human microbiome, biotech.

2013 - 2020

Novartis Pharmaceuticals, Norway, Nordic, Europe

2020 - 2020 Franchise Head Ophthalmology Norway (2 FTEs)

2019 - 2020 Region Europe Launch Excellence Liaison, Dermatology

2016 - 2019 Franchise Head Immunology & Dermatology (12 FTEs)

2014 - 2015 Franchise Head Respiratory Norway (16 FTEs)

2013 - 2014 Franchise Head Primary Care Norway (25 FTEs)

Key responsibilities/capabilities: Talent rotation in HQ for Region Europe with main responsibility within Commercial Dermatology Cosentyx. Local strategy development and execution of tactics, P&L, Tender, Cross-functional market access projects incl.HTA, KAM, people management, talent development, recruitment, down-sizing, two major product launches (Ultibro in respiratory market and Cosentyx in the biological market),

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cross functional commercial projects, digital innovation projects, product strategy development aligned with Global and implementation of local tactical plans. KOLs and stakeholder management. Member of the local Norwegian management team and member of the Nordic Franchise leadership team. 2013-2014 as a primary care Franchise Head also responsible Type 2 diabetes market with Eucreas and Galvus.

2010 - 2013

Pronova Biopharma ASA
Commercial Director

Key responsibilities: Key account management B2B for licensees in major European and LatAm markets within Omega-3 Rx market. (Responsible for Pierre Fabre, Group Ferrer and SPA pharmaceutical). Cross functional with IP, Regulatory and R&D. Lead a corporate market expansion project for Omacor; launched in Venezuela and Mexico. Worked with top management on sales development, PR, government affairs, regulatory processes, capital market day, and customer events and cooperate brand building.

1998 – 2010

GlaxoSmithKline, Norway

2009 - 2010 Business Unit Director – Hospital and Vaccine
2008 - 2009 Sale and Marketing Manager – Vaccines
2007 - 2008 Regional Sales Manager – Øst (5 reps)
2006 - 2007 External Affairs Manager – Government Affairs
2003 - 2006 Marketing Manager Diabetes
2002 - 2003 Product Manager – CNS - Imigran and Seroxat
2001 - 2002 Product Manager – Gastro and Diabetes – Lotronex and Avandia
1998 - 2001 CRA - Medical

Education

2007 - 2009 Business School BI, on-going Master of Management (Samspill og ledelse, Strategisk ledelse)
1993 - 1998 UiO, Master of Pharmacy, Cand.Pharm.

Organizational experience and achievements

2020 Board member, Oslo Arbeiderparti, Bydel Frogner
2018 Nominated to Arbeiderparti (AP) municipality local election list
2012 Nominated by NHO to “Årets Unge Leder”
2010 - 2014 Member of LMI’s Communication Committee
2010 - 2012 Participant in NHO’s Global Future Leadership program
2006 - 2009 Chairman of FIFN - a network of pharmacists employed in the pharma industry
2000 - ytd Dance teacher for adopted children from India

Language:

Norwegian – first language
English - full professional proficiency
Hindi – only orally
Gujarati – only orally

Hobbies

Cooking, travelling with family, dancing, music, yoga

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