

CURRICULUM VITAE

Name Dr. Pavel Kraus
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EMPLOYMENT HISTORY

2001 - present Co-founding partner AHT intermediation GmbH

1998 - 2000 Chief Knowledge Officer, Roche Diagnostics
Projects in New Product Commercialization Process

1992 - 1997 Head of Marketing Research Department, Roche Diagnostics

1987 - 1992 Marketing Research Manager, Roche Pharma
1991 - 1992 Business Unit Biotechnology
1990 - 1991 Business Unit Metabolic Diseases
1987 - 1990 Business Unit Antirheumatics

TEACHING ASSIGNMENTS

2001 - present Lectures in Knowledge and Innovation Management,
University of Applied Sciences in Bern, Muttenz, Wädenswil, Chur, Luzern

2002 - 2009 Lectures and Case studies in Innovation Management
Graduate level (University of Applied Sciences FHNW, Muttenz)

2003 - present Personal carrier strategy and job finding courses for PhD students
ETH Zürich and Univ. de Neuchâtel

2011 - present Strategic Information Management, Swiss Institute for Information Science,
HTW Chur

ADDITIONAL ASSIGNMENTS

2011 - present Board member of Process Management Academy (PMA)
(www.prozessmanagement-akademie.com)

2004 - present President of the Swiss Knowledge Management Forum
(skmf.net)

1998 - present Lectures on Knowledge and Innovation management
(Basler Gesellschaft für Personalmanagement, Chemie Umweltberatung,
Darmstadt, Infotech Pharma, London, MBE Programm, Univ. St. Gallen,
Swiss ICT, Zürich etc.)

EDUCATIONAL BACKGROUND

- 1989 **Institute for Management Development (IMD)**, Lausanne
Managing Marketing
- 1988 **Ph.D. Swiss Federal Institute of Technology (ETH)**, Zurich
Topic: Economic and political background of social behavior
in the canton Zurich, Switzerland
- 1983 **M.A. University of Chicago**, Chicago
Topic: Irrigation Ecology - Management and organization of irrigation
systems
- 1981 **M.Sc. Swiss Federal Institute of Technology (ETH)**, Zurich
Topic: Glacio-hydrological computer model for run-off simulation
- 1980 **Carleton University**, Ottawa, Canada

PUBLICATIONS

Bertschy Hugo and Kraus Pavel (2014). Managing Complexity in Pharmaceutical Research. In Systemics, Viable Solutions for Complex Challenges - Ninck, A., Bürki, L., Hungerbühler, R., Mühlemann, H., (eds.), Heuris Publishing.

For more publications see: www.aht.ch/publication_list.html

FURTHER EDUCATION

- 2010 Systems thinking training, ZFU Thalwil
- 2004 Changes in Teaching Methodology due to Bologna Declaration
- 2002 IT Marketing Course, Swiss Marketing Institute
- 1996 Problem Solving & Decision Making - Kepner Tregoe
- 1995 Leadership course - Roche executive course II
- 1993 Managing New Products and Changing Markets
- 1992 Strategic Marketing Management, Belgium
- 1991 Leadership course - Roche executive course I
- 1991 Business Intelligence Seminar - Kirk Thyson, London
- 1988 International Marketing Research, London
- 1987 Xerox Selling Skills, Basel

LANGUAGE SKILLS

- English excellent comprehension, speech and writing ability
- German excellent comprehension, speech and writing ability
- French good comprehension, speech and writing ability
- Czech excellent comprehension, speech and writing ability

SELECTED PROJECTS

Projects in Roche Pharma Operations Business - Marketing Research

Market surveys and Market analyses

Support at defining of marketing strategies

Product team support - linking work areas such as clinical research, galenic development, promotion and communication and pharma research

Design and realization of following research projects: concept, promotion, penetration, and acceptance studies

Sales potential analyses of pipeline products

Evaluation of pipeline and licensing projects

Projects and Tasks in Diagnostics Division - Marketing Research

Creation and development of marketing research department supporting the various Roche Business Units

Definition and execution of primary and secondary marketing research projects

- Market tests of new products
- Testing and verifying of marketing concepts
- Researching of product positioning
- Assessment of product promotion and customer communication campaigns

Consulting of Roche affiliates in all marketing research matters

Forecasting of sales potentials and profitability of new products

Strategic analysis of new markets

Projects and Tasks as Chief Knowledge Officer

Development of a Knowledge Management Strategy for Roche Diagnostics

Development of project acceleration measures in the area of new product development

Joining of Roche Diagnostics and Boehringer Mannheim Intranets through a meta database

Human factor optimization of Intranet team rooms for global development teams

Cost / benefit calculations (ROI) and business cases for knowledge management programs

AHT projects (2001 - 2015)

Development of an early warning system for technology innovation of an international medical device company

Creativity techniques workshop and introduction of innovative collaborative work practices for a real estate development company

Innovation management concept development for a power plant company

Project for pharma development and research in knowledge and information retention

Development of change management key performance indicators and change management toolkit concept for a global organization

Document management in crisis situations. Concept, Implementation and Training for Federal Office of Public Health

Concept and implementation for an Intranet portal for process oriented work support

Concept and implementation of the Internet presence for a research department of an international pharma company

Optimization of information organization and project management of an international research unit

Securing and transfer of key knowledge and support of strategy development for a business area of an international medical device company

Various surveys in the areas of organizational development and knowledge management initiatives

Technology Roadmap benchmarking study across various industries