



Dr. med. Marcela Zürrer

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Swiss citizen (Wädenswil)
Married, 2 adult children

With my person you will gain a pragmatic and highly motivated leader with solid management experience, exceptional communication and collaboration skills, and full of energy to embrace new challenges.

My management style is based on teamwork and dialogue complemented with “can do” attitude and “out of the box” thinking.

I am a collegial, solution-oriented communicator who maintains the necessary calmness and overview also in hectic situations.

My strong analytical thinking and excellent know-how have always been appreciated during my collaboration with the internal and external stakeholders.

I manage and lead complex projects which I bring to successful completion through my goal-oriented approach.

Profession:

Medical doctor, FMH in Pharmaceutical Medicine

Experience:

- More than 20 years experience in pharmaceutical industry
- Strong experience as Head Medical Affairs and Clinical Research in big pharma
- Independent establishment of Medical Affairs in start-up company from scratch
- Regional DACH (Germany, Austria, Switzerland) strategic and operational expertise
- In-deep knowledge in various TAs with focus on oncology
- EE management and health authorities' negotiations
- Planning, forecasting and execution of clinical trials Ph. I-IV, NPP, ISS, NIS; collaboration with CROs and relevant vendors

Engagements:

- Medical projects as AdBoards, Scientific symposia, CME accredited online educations for HCPs
- Clinical projects with SAKK (Swiss Group of Clinical Cancer Research)
- Collaboration with Swiss Oncology Ph. I Network Group
- Collaboration with Ludwig Institute for Cancer Research

Membership:

Swiss Society of Pharmaceutical Medicine / SGPM

Education

- 2000 FMH (Swiss Medical Association) in Pharmaceutical Medicine, Berne, Switzerland
- 1990 Medical Doctor Degree
University of Zurich, Switzerland
- 1986 Medical Doctor Degree
Charles University of Prague, Czech Republic

Languages

German (mother tongue)
Czech (mother tongue)
English (business fluent)
Slovak (fluent)
Russian (very good)
Italian (basic)



Professional Experience

AbsolutPubliK

5/ 2026 - ongoing

Oncology Consulting

For Patients: Evidence. Responsibility. Impact.

- Putting patients at the center of every strategy
- Turning scientific evidence into meaningful patient outcomes
- Bridging research, clinical practice, and healthcare decision-making
- Translating data into real-world value for patients and providers
- Supporting sustainable innovations that improve cancer care
- Driving responsible healthcare solutions with measurable impact
- Advancing access to effective therapies through evidence-based strategies
- Creating lasting value for patients, healthcare systems, and society

Stemline Therapeutics Switzerland GmbH

8/ 2022 - 3/ 2026

Country Medical Head Switzerland

Overall leadership for entire medical activities:

- Design and develop medical plans based on knowledge of the disease areas to meet regulatory and disease strategy targets
- Act as the medical expert in dealings with vendors and non-medical facilities within the organization
- Establish the entire medical team; manage, mentor, motivate, empower, develop and retain medical staff to support assigned activities
- Direct activities involved in interactions with regulatory authorities

*"... I hope sooo much that
you stay in oncology ..."*

*Prof. Jalid Sebouli
Charité Berlin*

IDEOGEN AG

6/ 2021 - 8/ 2021

Medical Director/ temporary employment

Overall leadership for entire medical activities:

- Design and develop medical plans based on knowledge of the disease areas in order to meet regulatory and disease strategy targets
- Act as the medical expert in dealings with vendors and non-medical facilities within the organization

- Establish the entire medical team; manage, mentor, motivate, empower, develop and retain medical staff to support assigned activities
- Direct activities involved in interactions with regulatory authorities

GlaxoSmithKline AG

7/ 2019 - 6/ 2021

Head Medical Oncology

In July 2019 GSK took over TESARO with the goal of establishing a new oncology business. My main responsibilities as Head Medical Oncology:

- Build up and directly manage the new medical oncology team
- Strategic input to global and regional medical development based on insights and voice of the customers
- Setup and implementation of the medical and portfolio strategy
- Lead all oncology medical activities within their designated scope, schedule and resources
- Support clinical research programming across the continuum
- Ensure supportive partnership with commercial, market access and regulatory department

*"... the yesterday's AdBoard
was very interesting. You
have planned and organized
it excellently.
Congratulations ..."*

*Dr. med. Susanna Stoll
Triemli Hospital Zurich*

TESARO Bio GmbH

6/ 2018 - 6/ 2019

DACH regional Scientific Advisor

Building up of Medical Affairs in Switzerland
"from 0 to 100":

- Independent development of medical strategy for Swiss launch for Niraparib (unique Swiss Label)
- Full responsibility of all medical activities including medical business plan
- Built and maintain enduring peer-to-peer relationships with healthcare professionals and key decision makers
- Medical and scientific input for Swissmedic and BAG submissions and negotiations
- Plan, organize and execute of key scientific activities as NPP, innovative CME accredited online educations for HCPs, National AdBoards, satellite-



symposia, post congress activities and presenting scientific data at these events

- Medical training of marketing department and sales force

AstraZeneca AG

7/ 2014 – 9/ 2017

Head Clinical Research and Head Medical Affairs Oncology

Member of the Swiss Medical Leadership Team and the Global Medicine Development (GMD) Europe; 14 direct reports:

- Build-up and lead a new CR Team in addition to the leadership of Medical Affairs Managers (MAMs) and Medical Science Liaisons (MSLs) Oncology
- Strong strategic and operative input to development of DACH (Germany, Austria, Switzerland) working model
- Development and implementation of medical business plans and medical strategy for the oncology pipeline
- Direct planning, forecasting and execution of global clinical trials Ph. I-IV in diverse TAs with focus on oncology, review and approval of ISSs, coordination of compassionate use for assigned products
- Act as Swiss Legal Representative for outsourced studies; management and oversight of CROs (PAREXEL, Quintiles, PPD, ICON) and relevant study vendors
- Plan, approve and oversight SAKK, Ph.I trial network and Ludwig Institute for Cancer Research projects

10/ 2012 – 6/ 2014

“... I found the meeting very good and appreciated the scientific driven discussion very much; clear fair communication; and your leadership was an excellent mix between lead and let run ...”

*Prof. Roger von Moos
Cantonal Hospital Grisons*

Head Medical Affairs Speciality Medicine / CNS, Oncology, Infectious Diseases

- Lead a cross-functional Medical Affairs Team; 7 direct reports
- Formulate medical affairs plan for neuroscience, infectious diseases and oncology portfolio

- Develop and provide sound medical communication and education activities and manage medical training to internal and external stakeholders

9/ 2011 – 9/ 2012

Head of Medical Science

- Establish and lead a new, innovative group of “Medical Science” by merging MSL of all TAs and CRA to strengthen the field-based activities; 8 direct reports
- Implement standardized processes for MSL activities, develop MSL Job Description, Objectives, Time Management, Training Tool and KPIs

8/ 2001 – 8/ 2011

Head of Clinical Research

- Lead CRA team ; 8 direct reports
- Assure optimal planning, allocation and execution of global and local clinical trials, ISS and RWE in line with global and local brand strategy (oncology, cardiology, gastroenterology, respiratory, diabetes)
- Plan, forecast and maintain clinical operations budget and resources, primary contact for regulatory authorities and ethical committees

“... it was always a great pleasure and a relief for me to work with you. You have been able to resolve complicated situations and have always been committed to our projects. I hope that our paths will continue to cross in the future ...”

*Prof. Christian Kurzeder
University Hospital Basel*

Merck Sharp & Dohme-Chibret AG

1/ 2000 – 8/ 2001

Clinical Research Physician

- Acquisition, allocation and project management

Rhône Poulenc Rorer AG

6/ 1995 – 12/ 1999

Clinical Project Manager

- Plan, budget, implement and conduct clinical trials; medical information; safety surveillance and reporting



University Hospital Zurich

11/ 1993 – 5/ 1995

- Physician on the Department of Obstetrics and Gynecology ; Principal Investigator of Swiss scientific project “HIV and pregnancy”

University Children’s Hospital Zurich

11/ 1987 – 8/ 1990

- Physician on the MRI Department

Hospital for obstetrics and gynecology, Prague

9/ 1986 – 8/ 1987

- Physician on the Neonatology Department

*“... for this fast building up
of the new CR department
deserves Marcela a big
applause ...”*

*Pascal Soriot
CEO AstraZeneca*
