



**Thank you for your interest.
Don't hesitate to get in touch**

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Dirk Vandenberghe

Freelance Project Manager & Business Analyst

CRM, Marketing & Data migrations for Life Sciences

As a professional freelancer, I manage your **software implementation and data integration** projects leveraging many years of experience implementing SaaS CRM and Marketing platforms (**Salesforce**-based) and data integration projects for leading pharmaceutical clients across Europe.


- Expertise in **pharma/life sciences sales and marketing**
- Working for leading service providers in the life sciences industry: **IQVIA**, IMS Health, ...
- Native **Dutch**-speaker with fluent **English** and professional **French**
- Track record of keeping **costs under control** by monitoring budget and identifying changes of scope
- Strong **problem-solving**, analytical, critical thinking and active listening skills
- Hold a **Prince2 Foundation** and **Salesforce Associate** certification

Looking for new challenges and opportunities.

Services Offered

End-to-end **Project Management and Business Analysis:**

- **Software implementation** projects
- CRM and marketing platform migrations **for Life Sciences**
- **Data integration** projects
- **Requirements gathering**, process mapping and gap analysis
- Translate business requirements into **technical language** for implementation teams
- Budget, **scope**, change-request and risk management
- Progress monitoring keeping a **helicopter view**
- Experienced in **Waterfall, Hybrid and Agile** methodologies
- Lead international, cross-functional and **virtual teams**
- Clear and structured communication in **English, Dutch and French**
- Resolve technical issues through **analytical thinking** and teamwork
- **Hands-on**, collaborative, technical and diplomatic project management style
- Available for **occasional international travel**

 **Support Sales team** with project proposals, scope definition, assumptions, planning, risks assessment and budgeting

 Improve your **Project Management processes** (PMO & QMS)

Experience

01/2024 - 04/2024	OCE Digital Core enhancements Roche <i>Squad Leader (Agile methodology) for the OCE Digital (Salesforce Marketing cloud) Core enhancements.</i>
05/2023 - 01/2024	OCE Personal implementation for Italy Laboratoires Boiron <i>Project Management for the OCE Personal (Salesforce Sales cloud) implementation of Italy, including master data, historical data, OneKey setup and Order management. Project managed in French and English.</i>
04/2023 - 05/2023	EMEA HCP/HCO Engagement blueprint Boston Scientific <i>Orchestrated the creation of a Blueprint for the implementation of an EMEA customer engagement tool to monitor spending, track approvals, and maintain transparency.</i>
05/2021 – 02/2023	OCE Personal implementations for UK, Ireland, Spain, France, Italy, Nordics, Austria and Switzerland Amarin <i>Project Management and Business Analysis for the OCE Personal (Salesforce Sales cloud) implementations including master data and OneKey setup.</i>
2020	OCE Personal implementation and handover to System Installer Théa <i>Project management</i>
2019	CRM implementations in different countries Angelini <i>Project Management</i>

2017 - 2018	Enhancements of CRM platform in 15 countries Merck KGaA <i>Project Management of different enhancements in the CRM software for 15 countries.</i>
2016	CRM implementation for multiple countries Merck KGaA <i>Project Management of a CRM implementation for multiple countries (Nordics, Israël, UK, Ireland, Netherlands, Belgium, Spain,).</i>
2015	Implementation of a Customer Master Data Management platform Pfizer <i>Project Management of an MDM implementation for multiple countries.</i>
2008 - 2014	Implementation and enhancements of EMEA CRM platform Amgen <i>Project Management and Business Analysis for building and implementing a CORE CRM platform for EMEA countries. Design of a Segmentation and Targeting tool speeding up the process by several weeks.</i>
Beyond 2008	Many more CRM implementation and enhancement projects for pharma companies Novartis, Sanofi, Numico, UCB, Ferring, Lundbeck, ... <i>Project Management</i>

Expertise

Skill	Technical expertise	
	IQVIA OCE Personal	Advanced
	IQVIA OneKey	Advanced
	IQVIA OCE Digital	Basic
	Salesforce Sales Cloud	Basic
	Salesforce Marketing Cloud	Basic
	Salesforce Life Sciences Cloud	Basic
	Salesforce Health Cloud	Basic
	Master Data Management	Basic
	SQL	Basic
	API	Basic
Skill	Functional expertise	
	Project Management	Advanced
	Business Analysis	Advanced
	Data Management	Advanced
	Budget governance	Advanced
	Change Management	Basic
	Release Management	Basic
Skill	Industry expertise	
	Life Science	Advanced
Skill	Tools & Solutions	
	Jira / Confluence	Basic
	Microsoft Office	Basic
	Presentations	Basic