

JAKOB TIEBEL *05. APRIL 1985

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PROFILE

I am a strategic thinker with a pragmatic hands-on mentality. With more than 9 years of experience in marketing, sales and product management in the healthcare industry.

EXPERIENCE

Visionary AG | docbox, Zurich

Director of Marketing & Sales (since May 2020)

- Development and implementation of a growth-oriented marketing and sales strategy
- Establishment and rollout of a professional customer relationship management system
- Incubation of new business models within an eHealth SaaS ecosystem.
- Proposal and contract management as well as responsibility for sales, revenue and marketing targets
- Representation of the company to clients, health associations, medical societies
- Participation in the new and further development of the product portfolio

Medica Medizintechnik GmbH | THERA-Trainer, Ulm/ Biberach

Head of Product Management (January 2017 – April 2020)

- Head of department with responsibility for personnel and budget
- Planning and support of the hard- and software portfolio over the entire product life cycle
- Sustenance of the customer & product portfolio strategy as input for the business unit strategy
- Analysis of market requirements for new and further developed medical devices (class I + II)
- Point of contact and hub function for all stakeholder inquiries
- Main responsibility for the areas of clinical applications and clinical research
- International sales support as congress speaker and application specialist

Key Account Manager, Germany (April 2015 – December 2016)

- Key customer support in the B2B hospital market
- Establishment and development of customer relationships with strategically important customers
- Support of KOL and stakeholder outreach to develop new treatment concepts
- Establishment of a nationwide distribution network to clinic and hospital chains
- Strategic sales incl. negotiations with central purchasing departments
- Participation in national and international trade fairs and congresses
- Expert advice for device-based therapy concepts in the field of neurological rehabilitation

Area Sales Manager, South Germany (May 2013 – April 2015)

- Regional product sales in the B2B clinic market with area responsibility for southern Germany
- Establishment and expansion of customer relationships with hospitals and rehabilitation clinics
- Conduction of product trainings and workshops for medical & healthcare professionals.
- Optimization of the customer portfolio based on customer profiles, segmentation and targeting
- Implementation of sales-promoting marketing activities within the sales territory

Rahm Reha & Care GmbH, Cologne

Sales Representative, (March 2012 – April 2013)

- Fitting and adjustment of high-quality rehabilitation aids (wheelchairs, nursing aids, etc.)
- Supply and consultation of nursing facilities, nursing services, patients and relatives
- Support of patients in the supply of aids, especially in the area of high-quality wheelchairs

RehaNova Neurological/ Neurosurgical Rehabilitation Clinic, Cologne

Occupational Therapist, CNS, Neurorehabilitation, (August 2008 – February 2012)

- Interdisciplinary rehabilitation treatment of severe trauma patients
- Operation in the medical sectors of intensive care, isolation, ventilation and weaning

EDUCATION

APOLLON University of Applied Science

B.Sc. Applied Psychology (2017 - 2020)

- Specialization in health care economics, advertising and consumer psychology
- Graduation 2020, 1.2 (summa cum laude)

German Red Cross, Duesseldorf

State Approved Occupational Therapist (2005 - 2008)

- Focus on neurological and geriatric rehabilitation
- Graduation 2008, 2.0 (magna cum laude)

PART-TIME ACTIVITIES AND PROJECTS

Synapsengulasch – The podcast for therapists

Producer und Co-Host (2020 - present)

- A look beyond the end of the nose. To exchange ideas with exciting personalities from research, science, art and culture. That is the idea behind Synapsengulasch.

Seat Assistant – Mobilisation made easy

Business Development Advisor (2019 - present)

- Support in the development of a go-to-market strategy for a mobilization aid on behalf of the University Hospital Tubingen

Medica Medizintechnik GmbH | THERA-Trainer

Member of the Board of Medical Advisors (2015 – present)

- Strategic consulting with regard to innovations, product developments and research activities based on multidisciplinary experience in the rehabilitation industry

International Industry Society in Advanced Rehabilitation Technology (IISART)

Leader Health Economics Working Group (2019-2020)

- Determination of how to improve health outcomes in the field of rehabilitation technologies through interactions between individuals, healthcare providers and clinical settings

German Association for Neurological Rehabilitation (DGNR)

Inventor and Developer of the ReMoS-App (2018-2020)

- Development of a digital S2e Living-Guideline "Rehabilitation of Mobility after Stroke" (ReMoS) in collaboration with the guideline working group of the DGNR/ AWMF

THERAPY Science Magazine

Director & Editor-in-chief (2016-2020)

- Publication and content responsibility for the therapeutic science magazine THERAPY on behalf of Medica Medizintechnik GmbH

LATEST PUBLICATIONS

- **Tiebel J** (2021). Schlaganfallrehabilitation. Vom Wissen zum Handeln. APOLLON Schriftenreihe zur Gesundheitswirtschaft: 14. Bremen ISBN 3-943001-60-1
- **Fuchs D, Tiebel J, Friedrich P** (2020). Device-supported training and assessment for fall prevention of community-dwelling elderly: a pre-post mixed methods study. *Procedia Computer Science* 176 (2020) 2322–2331. 10.1016/j.procs.2020.09.293
- **Tiebel J, Huber M** (2020). Zwischen zwei Polen - Evidence-based Practice versus erfahrungsbasierte Therapie. *Physiopraxis* 18(01): 10-13 DOI: 10.1055/a-0975-1768
- **Tiebel J, Fuchs D** (2019). Präventive Strategien in der Gesundheitsversorgung einer alternden Gesellschaft am Beispiel der Sturzproblematik. *AAL Congress* 43-52.
- **Tiebel J, Grom M** (2018). Durch Neugestaltung klinischer Behandlungspfade hin zu einem Best Practice Modell für moderne Gangrehabilitation. *Neurologie & Rehabilitation* S1:61-64.

MEMBERSHIPS & ASSOCIATION ACTIVITIES

- German Society of Evidence-based Medicine (DEbM)
- German Society for Neurotraumatology and Clinical Neurorehabilitation e.V. (DGNKN)
- Swiss Digital Health Roundtable (SDHRT)
- German Association for Occupational Therapy (DVE)
- APOLLON Alumni Network e. V.