

Andrea Reckert

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My Way

Consulting-Diabetes-Sales-Medical Devices-Key Account Management-Healthcare-Sales Management-Service Management-Diagnostics-Strategic Management-Start Up-Head of Commercial-Consulting

Experience and expertise

1991-2000: Counselling - the focus on people and help for self-help.

(DB DDG, Kandertal Clinic, Clinics of the LK Lörrach)

By advising people with diabetes and how they can lead a self-fulfilling life with chronic illness, I have learned to see the person at the center and to adapt their therapy accordingly - and not the other way around.

Many thanks to Michael and Ulrike, you have given me a lot for life and shaped me a lot!

2000-2007: Enthusiasm for medical technology and game changer in sales

(Account Manager, Disetronic Medical Systems GmbH and Roche Diabetes Care)

An insulin pump was still a special feature in those years and it was not recommended for children. This is because the risk of the pump delivering too much insulin, for example, was overestimated.

I learned how a company with a well-thought-out strategy, a competent sales team and a passion for business can change a market. Today, insulin pump therapy is "state of the art" for children and leads to a much better quality of life for the whole family.

Many thanks to the management team of Disetronic, you believed in me and trusted me, that was the best basis for my sales career!

2007-2012: Understanding the German healthcare system and negotiating contracts

(Key Account Management Health Care, Roche Diabetes Care)

The Social Security Code (SGB V), statutory health insurance became my "good night story" and I learned to understand the German health care system in many conversations with GKV, PKV, medical services and KVs. In particular, the §127 SGB V contracts have shaped my everyday life and I was able to contribute to ensuring the reimbursement of medical aids at Roche Diabetes Care.

I knew more about my car insurance than I did about my health insurance - but this is about my health - thank you very much Frank for changing that.

2012-2015: Team building and sales coaching

(Regional Sales Manager, Roche Diabetes Care)

Motivating a sales team of 8 colleagues (from 5 different teams that had previously come together) to perform at their best was a completely new challenge. Did it work? I thought! We managed to successfully launch an insulin pump on the market, although it could not be delivered for over a year. We developed an upgrade concept and had fun selling them despite the difficult situation.

Thank you very much, a great team and to Anja, you challenged and encouraged me. Especially the basic training as a coach helped me a lot and brought new perspectives into my life.

2016-2021: Leadership and change of perspective

(Head of Regional Service, Roche Diagnostics)

I had the courage to take over the leadership of a customer service team in molecular diagnostics, even though I didn't have the faintest idea about the subject. After more than 5 years, my team said goodbye to me with the words: "In good times you stood behind us and supported us and in bad times you put us in front of us to protect us from resistance"! This sentence still touches me today, because we had really hard times in the pandemic, as a service team we were responsible for PCR diagnostics in the field.

This time will certainly always connect us and probably you can't thank you often enough for this tireless commitment of Team DEGSAS – "the wild south". Thanks also to Henning, who gave me the opportunity to change your perspective.

2021-2022 Start Up and Organizational Development

(Strategic Account Manager, ViCentra, NL)

After 17 instructive years in a large and regulated corporation, I was attracted by the opportunity to work for a start-up in medical technology. Build a sales team and develop a sales strategy for a new product in the German market and get to know a different world of (work) culture. This is where my experience of the last two decades has helped me a lot.

Thank you very much for your trust in Boris and for giving me the opportunity to contribute my skills and experience.

2022-2023 Business Consulting and Personal Development

(Head of Commercial CGM, Ascensia Diabetes Care)

I was enthusiastic about taking on the commercial responsibility for a medical device, but I decided against it at the end of the probationary period in order to go my own way.

I learned a lot in the 6 months, including what it's like to work across many national borders and to carry out my first project with a large management consultancy (from the company side).

Many thanks to the management team in the USA, who trusted me from the beginning and said goodbye to me with the words: You made a difference in a short time...

After more than 20 years in sales, I have now decided to go into consulting again. A little different than at the beginning of my professional career, but certainly also with the focus on "the focus on people".

And as Albert Einstein said: Learning is experience. Everything else is just information.