



KAREL FOL, IR, MBA

EXPERIENCED MGR/DIR IN
(BIO)PHARMA & MEDICAL DEVICES

*PEOPLE ORIENTED TEAM LEADER
FOCUSING ON ALIGNING INDIVIDUAL
AMBITIONS WITH COMPANY GOALS*

OBJECTIVE

Leading a team into any new therapy that requires out of the box thinking where the big pharma blue print is not applicable

SKILLS & EXPERTISE

Full P&L responsibility
Growth & Profit driven
Entrepreneurial
Hands on
Internationally savvy
People focused leader
Multilingual (NL, FR, ENG & notions DE)

VITALS

Dr. Laenenstraat 40, 2860 Sint-Katelijne-Waver, Belgium

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Married & 2 children (°1999 & °2002)

WORK EXPERIENCE



AVEXIS, BRUSSELS

NAME CHANGED TO **NOVARTIS GENE THERAPIES**

SEPT 2019 - ...

COUNTRY MANAGER BENELUX & Ad Interim VP GM European Mid-Sized Countries

- Responsible for BeNeLux 1st successful launch of a one-time gene therapies in Europe.
- Successfully leading & coordinating BeNeLuxAI-procedure for reimbursement of Zolgensma in BE, NL & Ireland
 - o Coordinating internal multi-functional & multi-country team
 - o Representing NVS Gene Therapy towards the authorities of the BeNeLuxAI Consortium
- Realized (through a collaboration with VWS & UMC Utrecht) a unique Early Access Program in NL, making Zolgensma available to patients prior to reimbursement. As well as introducing EAP in Belgium.
- Spokesman for Novartis in media hype around crowdfunding case Pia, 'Lottery' Managed Access etc...

JAN 2022 – DEC 2022

GENERAL MANAGER Western European Countries - Ad Interim

- Member of European Leadership Team representing WEC-countries
- Supporting 9 countries in reimbursement negotiations, Marketing, Regulatory, Legal, Medical & Business Operations
- Leading a 15 FTE WEC-team with Country Managers, (Regional) Medical (Associate) Directors, Business Operations Mgrs and Consultants.

JAN 2023 – ...

Country Manager BNL

- Adding 2 products Novartis products to portfolio and 6-7 FTE's to the Gene Therapies BNL team



SOBI, BRUSSELS

APRIL 2015 – OCTOBER 2018

COUNTRY MANAGER BENELUX

- In charge of the set up and development of BNL affiliate
- Responsible for launching 2 major innovative products in the conservative haemophilia markets, BE and NL
- from a 5 FTE Business Unit reporting to GM UK, to stand-alone 20 FTE BNL-team with 2 Business Units and supporting functions, generating an increasing turnover from <€10 mio to >€30 mio in 3 years



SHIRE, BRUSSELS

FEBRUARY 2012 – MARCH 2015

AREA DIRECTOR & GENERAL MGR Belgium-Luxembourg Shire Human Genetic Therapies (2/2012-12/2013)

- Successfully developing 4 branded products with 4 FTE's in BeLux
- Responsible for Reimbursement, Regulatory, Legal Compliance, Sales & Marketing and KOL-management

BUSINESS UNIT DIRECTOR BeNeLux Rare Diseases (12/2013-3/2015)

- added NL to my responsibilities after restructuring to ONE SHIRE
- 7 Direct Reports (4 FTE's in BeLux & 3 in NL)
- €29 mio/yr turn over

TIGENIX, LEUVEN

JANUARY 2001 – OCTOBER 2011

Various functions throughout the development of the company, from **BUSINESS DEVELOPMENT**, over **SALES & MARKETING MGR/DIRECTOR** till **INTERNATIONAL SALES DIRECTOR & BUSINESS DIRECTOR EUROPE**

- starting up a spin-off from scratch with the 2 Founders
- driving and operationally involved in every step of the product lifecycle: research meetings, clinical trial set-up, coordinate the construction of the GMP-facility, creating an international KOL-network, preparing the IPO, reimbursement in BE, NL, DE, ... commercial launch of ChondroCelect, the first ATMP-approved cell therapy product in Europe,
- setting up marketing, EU-commercial Team, Customer Support Service & logistics, manage distributors/agents in Spain & Italy preparing the commercial launch, ...

SULZER ORTHOPEDICS, BRUSSELS**SULZER**

1997 – JANUARY 2001

SALES & MARKETING MANAGER, Belgium-Luxembourg

- Managing 8 FTE's (coaching 5 Sales Reps, 2 PM's & 1 Marketing Assistant)
- KOL-management
- Optimizing a broad product portfolio in Orthopedics (Hip, Knee, Spine, Trauma Implants)

STRYKER ORTHOPEDICS, BRUSSELS**stryker**

1993 – 1997

SALES REPRESENTATIVE Orthopedics Flanders

- Selling Medical Devices (instruments & disposables and hip, knee, shoulder & spine implants)

EDUCATION**VLERICK LEUVEN GENT MANAGEMENT SCHOOL, PART-TIME INTERNATIONAL MBA**

September 2007 - July 2009

UNIVERSITY ANTWERP MANAGEMENT SCHOOL, BUSINESS ECONOMICS

september 2001 - march 2002

CATHOLIC UNIVERSITY OF LEUVEN, MASTER IN BIO-ENGINEERING

1985 - 1991