

## CURRICULUM VITAE

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## EMPLOYMENT HISTORY

01. 2001 – today      AHT INTERMEDIATION GMBH

- Analyses and concept developments for knowledge management (KM) introductions in international organizations
- KM project on establishing work practices in crisis situations
- Development of an early warning system for technology innovation
- Organizational change management supporting the introduction of collaboration portal
- Development of change management key performance indicators and change management toolkit concept for a global organization
- Requirement engineering for knowledge exchange and documentation on protection of cultural property
- Securing and transfer of key knowledge and support of strategy development for a business area of an international medical device company
- Various surveys in the areas of organizational development and knowledge management
- Innovation and change management program for a Real Estate Development department
- Concept and development of a semantic search engine

(This is a small selection of projects - further information available on demand)

04.2015 – 03.2017      BUSINESS DEVELOPMENT, DOUGLAS CONNECT GMBH  
(Time limited 40% engagement for a start-up)

- Description and profiling of DC services and products
- Positioning of DC products
- Information and knowledge management within the global DC organization
- Communication and visualization of DC competencies and processes
- Planning of projects and collaboration with customers

03.1998 – 12.2000      KNOWLEDGE NETWORKING OFFICER, ROCHE DIAGNOSTICS INTERNATIONAL

- Knowledge management strategy development for Roche Diagnostics
- Project acceleration activities in the area of new product development
- Creating synergies within Roche Diagnostics and Boehringer Mannheim Intranets
- Human factor optimization of collaboration team rooms for global development teams
- Cost / benefit calculations (ROI) and business cases for knowledge management programs
- Development of a library of KM tools

11. 1992 – 02.1998 HEAD OF MARKETING RESEARCH, ROCHE DIAGNOSTICS INTERNATIONAL

- Creation and development of marketing research department supporting the various Roche Business Units
- Definition and execution of primary and secondary marketing research projects
  - Market tests of new products
  - Testing and verifying of marketing concepts
  - Researching of product positioning
  - Assessment of product promotion and customer communication campaigns
- Consulting of Roche affiliates in all marketing research matters
- Forecasting of sales potentials and profitability of new products
- Strategic analysis of new markets

11.1987 – 10.1992 MARKETING RESEARCH MANAGER, ROCHE PHARMA INTERNATIONAL

1991 – 1992 Business Unit Biotechnology  
1990 – 1991 Business Unit Metabolic Diseases  
1987 – 1990 Business Unit Antirheumatics

- Market surveys and market analyses
- Support at defining of marketing strategies
- Sales potential analyses of pipeline products
- Competitor intelligence studies
- Design and realization of following research projects: concept, promotion, penetration, and acceptance studies
- Evaluation of pipeline and licensing projects

## TEACHING ASSIGNMENTS

2001 - present Lectures in Knowledge and Innovation Management, Universities of Applied Sciences in Bern, Muttenz, Wädenswil

2011 - present Strategic Information Management, Swiss Institute for Information Science, HTW Chur

## ADDITIONAL ASSIGNMENTS

2011 - present Board member of Process Management Academy (PMA)

2004 - present President of the Swiss Knowledge Management Forum (skmf.net)

1998 - present Various lectures and keynotes on Knowledge and Innovation management (Basler Gesellschaft für Personalmanagement, Chemie Umweltberatung, Darmstadt, Infotech Pharma, London, MBE Programm, Univ. St. Gallen, Swiss ICT, Zürich etc.)

## EDUCATION

- 1989 **Institute for Management Development (IMD)**, Lausanne  
Managing Marketing
- 1988 **Ph.D. Swiss Federal Institute of Technology (ETH)**, Zurich  
Topic: Economic and political background of social behavior  
in the canton Zurich, Switzerland
- 1983 **M.A. University of Chicago**, Chicago  
Topic: Irrigation Ecology - Management and organization  
of irrigation systems
- 1981 **M.Sc. Swiss Federal Institute of Technology (ETH)**, Zurich  
Topic: Glacio-hydrological computer model for run-off simulation
- 1980 **Carleton University**, Ottawa, Canada

## LATEST PUBLICATIONS

Kraus Pavel and Regev Gil (2017 - in print). Beyond Activities: Business Process Models from a Knowledge Management Perspective. BPMDS / CAISE.

Kraus Pavel (2015). Wie Wissensmanagement-Projekte nachhaltig scheitern. Auf dem Weg zu einer Erfolgslogik für WM-Projekte. In WISSENSMANAGEMENT beflügelt: Wie Sie einen unbegrenzten Rohstoff aktivieren. Beier H., Schmidt U., Klett D. (Herausgeber). Akademische Verlagsgesellschaft AKA, Berlin.

## FURTHER EDUCATION

- 2010 Systems thinking training, ZFU Thalwil
- 2004 Changes in Teaching Methodology due to Bologna Declaration
- 2002 IT Marketing Course, Swiss Marketing Institute
- 1996 Problem Solving & Decision Making - Kepner Tregoe
- 1995 Leadership course - Roche executive course II
- 1993 Managing New Products and Changing Markets
- 1992 Strategic Marketing Management, Belgium
- 1991 Leadership course - Roche executive course I
- 1991 Business Intelligence Seminar - Kirk Thyson, London
- 1988 International Marketing Research, London
- 1987 Xerox Selling Skills, Basel

## LANGUAGE SKILLS

- English excellent comprehension, speech and writing ability
- German excellent comprehension, speech and writing ability
- Czech mother tongue, excellent comprehension, speech and writing ability
- French basic comprehension

References available upon request