



Ph.D. Systemic Neuroscience
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8942 Oberrieden
Switzerland
Date of birth 03.02.1982
Nationality German
Marital status Single

Dr. ALEKSANDRA KUPFERBERG

Effective and fast identification, engagement and education of KOLs and patients

Identifies KOLs and established trustworthy relationships through collaborations, organizing advisory boards and delivering presentations at conferences. Gives interviews about neurodegenerative disease and hearing loss for multiple newspapers and healthcare journals.

1 ½ years of experience as MSL and 7 years in medical communication and education

Apart from MSL role, worked as representative for pharmaceutical companies and management consultant for pharmaceutical projects. Monitored clinical studies according to ICH-GCP guidelines. Independently designed and gave lecture series for PHD students

Effective problem solving based on excellent networking and communication skills

Developed a research project involving collaboration between 4 universities in 3-month time. Accomplished a possibility to reimburse the costs of cognitive hearing training by the invalidity insurance for hearing impaired patients.

Fast analysis of scientific data and proficiency in scientific writing

Published 5 first-author scientific reviews in a new research field in 4 months. Writes weekly blogs and newsletters for HCPs, audiologists and patients with hearing impairment and cognitive deficits.

Solid knowledge of neurological and psychiatric disease

Theoretical knowledge in neurological (SMA, MS, Parkinson, Dementia, Epilepsy) and research experience in psychiatric (Depression, Bipolar Disorder, ASD, ADHD, PTSD) disorders and brain-gut interaction

Goal-driven team player

Enjoys working in a collaborative effort towards a common goal. Maintains strong and trusted collaboration with internal (sales and marketing) teams enabling rapid alignment on solutions and compromises to avoid delays

Customer-oriented

Keeps patients, payers and physicians front and center and collaborates to solve critical scientific and business challenges. Is able to listen with empathy and adjust the communication according to the audience.

Resilient and optimistic

Takes calculated risks and learns from failure. Believes that nothing is impossible given good organization, persistence and strong motivation.

Passionate for science

Demonstrates a deep passion for medicine, science and clinical development; uses expert knowledge to engage in scientific exchange. Develops solutions quickly to take advantage of emerging opportunities



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MEDICAL SCIENCE LIAISON EXPERIENCE

- 07.2017 - present **Medical Science Liaison Manager** (KOJ-Center for Hearing Research, Zurich)
- Leads efforts in recognizing, identifying, cultivating, and integrating scientific KOL relationships in the area of hearing impairment
 - Responsible for exchange of scientific data and establishing cooperation with healthcare professionals in the fields of neuroscience, psychiatry and otorhinolaryngology
 - Designs and conducts studies investigating effects of cognitive training on mental health of patients suffering from hearing impairments
 - Maintains up-to-date knowledge and evaluates available scientific literature in relation to product development, potential clinical studies and new product concepts. Prepares reports and newsletters summarizing key findings from scientific studies
 - Establishes positioning of hearing therapy and designs marketing materials
 - Manages medical sales team training program on products, sales strategies, and delivery of key messages
 - Publishes scientific articles in newspapers and medical journals
 - Organizes advisory boards and participates in national and international congresses in the fields of otorhinolaryngology and audiology
 - Builds upon existing KOL relationships to seek answers to medical, scientific and strategic questions
 - Develops databases of medical and scientific information regarding similar/competing products
- 02.2012 - 05.2012 **Internship as life science consultant** (IMS Consulting Group, Munich)
- Assisted with finding and acquisition of a new medical product for a pharmaceutical company
 - Conducted product portfolio analysis of pharmaceutical companies and medical product launches

CLINICAL TRIAL EXPERIENCE

- 05.2013 – 12.2018 **Scientific trial leader** (Psychiatric University Hospital Bern, Bern)
- Designed, supervised and analyzed psychiatric studies
 - Managed clinical budgets and developed study protocols and clinical trial tools
 - Collaborated with national and international study sites
 - Published research articles and reviews in peer-reviewed journals
- 10.2007 - 03.2013 **PhD in Systemic Neurosciences** (Graduate School for Systemic Neurosciences/ Neurology department of the LMU University Hospital/TUM/University of Zurich/German Aerospace Center/UCLA/UCL)
- Accomplished trainings in neurology, neurophysiology and neuroanatomy
 - Collaborated with international academic and industrial institutions
 - Delivered lectures on neural basis of intention understanding and joint action during two semesters and supervised master students



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EDUCATION

- 10.2004 - 09.2007 **M. Sc. in Elite-Study of Neuro-Cognitive Psychology**
- Ludwig-Maximilians-Universität, Munich *GPA: 1.3 (very good)*
 - Clinical psychology, neurological disease (Epilepsy, Alzheimer`s, Parkinson, multiple sclerosis) and neuropsychological and neurological assessment
 - *Master Thesis* (BMW Research Group, Munich): Developing and validation of a questionnaire investigating user experience in various driving simulation scenarios
 - *Bachelor Thesis* (Dept. of Psychiatry, LMU University Hospital, Munich) Investigation of suppression of unwanted memories in psychiatric patients using clinical assessments and neuropsychological tests
- 10.2001 - 11.2006 **Diploma in biology (Neurobiology)**
- Ludwig-Maximilians-Universität München, Munich *GPA: 1.1 (very good)*
 - Major: neurobiology; minors: biological psychology, neurophysiology and genetics
 - *Diploma Thesis* (Neurology department, LMU University Hospital) Investigation of behavioural and neural correlates of gravity perception using fMRI
- 09.1999 - 08.2001 **Qualification for university entrance**
 Oskar-von-Miller Gymnasium, Munich *GPA: 1.4 (very good)*

LANGUAGE SKILLS

German	native speaker	(C2)
English	fluent	(C2)
Russian	native speaker	(C2)
Italian	conversational	(B2)
French	basic knowledge	(A2)

SOFTWARE SKILLS

MS Word, Excel, Power Point	proficient
Adobe Photoshop	advanced
Adobe Premiere pro	advanced
Statistic parametric mapping	advanced
Statistics software SPSS	proficient

SHOLARSHIPS AND AWARDS

- DAAD scholarship
- PhD Grant: Graduiertenförderung nach dem Bayerischen Eliteförderungsgesetz
- Frank A. Beach Comparative Psychology Award: best paper published in the Journal of Comparative Psychology
- e-fellows scholarship

HOBBIES

- Humanoid robots
- The future of medicine
- Abstract painting
- Origami
- Ikebana
- Salsa dancing
- Scuba diving



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SELECTED PUBLICATIONS

1. Kupferberg A, Radeloff A, Kalbe E,. (2019) Moderne computerbasierte Trainingsprogramme für Schwerhörige steigern die Akzeptanz von Hörgeräten. Accepted for publication in *Hörakustk. Median-Verlag*.
2. Kupferberg A, Kalbe E, Radeloff A. (2019) Kognitives Training für Schwerhörige als Präventionsmaßnahme gegen psychische Erkrankungen. Accepted for publication in *Hörakustk. Median-Verlag*.
3. Kupferberg, A, Koj, A, Radeloff, A, Auditorisches Training, Neuroplastizität und Vorbeugung gegen kognitiven Verfall. *HNO-Nachrichten*. In print.
4. Kupferberg, A., Frühholz, S., (2019).Hörminderung im Alter führt zu kognitiven Leistungseinbußen *Hörakustik 01/2019*. Median-Verlag.
5. Kupferberg, A., Hasler, G. (2018) .Auswirkungen von Altersschwerhörigkeit auf soziale Beziehungen. *Hörakustik 10/2018*. Median-Verlag.
6. Breit, S., Kupferberg, A., Rogler, G., & Hasler, G. (2018). Vagus Nerve as Modulator of the Brain–Gut Axis in Psychiatric and Inflammatory Disorders. *Frontiers in Psychiatry*, 9.
7. Kupferberg A, Iacoboni M, Flanagin V, Huber M, Kasparbauer A, Schmidt F, Borst C, Glasauer S Action- and goal-specific fronto-parietal activation during observation of actions performed by artificial agents and humans. *Hum Brain Mapp.* 2017;00:1–18. <https://doi.org/10.1002/hbm.23905>.
8. Kupferberg A, Preuss N, Hasler G (2017) Verwendung ökonomischer Spiele für die Diagnostik psychischer Erkrankungen. *Zeitschrift für Psychiatrie, Psychologie und Psychotherapie* 65(1), 1–10.
9. Kupferberg A, Bicks L and Hasler G (2016) Social functioning in the major depressive disorder. *Neurosci Biobehav Rev.* 6:313-332. doi: 10.1016/j.neubiorev.2016.07.002.
10. Kupferberg A, Hager O, Fischbacher U, Brändle L, Haynes M, Hasler G (2016) Testing the social competition hypothesis of depression using a simple economic game. *BJPsych Open* 2:163-169.
11. Kupferberg, A. (2013) Of men, monkeys, and machines: Behavioral and neural correlates of goal understanding in humans and non-human primates. Dissertation, LMU München: Graduate School of Systemic Neurosciences (GSN)
12. Kupferberg A, Glasauer S, Burkart JM (2013) Do robots have goals? How agent cues influence action understanding in non-human primates. *Behav Brain Res.* 1:47-54. doi: 10.1016/j.bbr.2013.01.047
13. Huber M, Kupferberg A, Lenz C, Knoll A, Brandt T, Glasauer S (2013) Spatiotemporal movement planning and rapid adaptation for manual interaction. *PLoS ONE* 8(5):e64982. doi:10.1371/journal.pon
14. Burkart J, Kupferberg A, Glasauer S, van Schaik C (2012) Even simple forms of social learning require intention attribution in marmoset monkeys. *Journal of Comparative Psychology*, 126:129-138.
15. Kupferberg A, Huber M, Helfer B, Lenz C, Knoll A, Glasauer S (2012) Moving Just Like You: Motor Interference Depends on Similar Motility of Agent and Observer. *PLoS ONE* 7(6): e39637.
16. Kupferberg A, Glasauer S, Huber M (2011) Accessing robot acceptance by motor interference. In: *Advances in Interaction Studies* (Dautenhahn K, Cangelosi A, Eds.), pp. 165–184.
17. Kupferberg A, Glasauer S, Huber M, Rickert M, Knoll A, Brandt T (2010) Biological movement velocity profile increases acceptance of humanoid robots as human partners in motor interaction. *AI & Society*, 26 :339-345.
18. Kupferberg A, Glasauer S, Huber M, Rickert M, Knoll A, Brandt T (2009) Video observation of humanoid robot movements elicits motor interference. In: *Proceedings New Frontiers in Human-Robot Interaction* (Dautenhahn K, Ed.), SSAISB: The Society for the Study of Artificial Intelligence and the Simulation of Behaviour ISBN - 190295680X, Edinburgh, pp 81-85.
19. Kupferberg A, Glasauer S, Stein A, Brandt T (2009) Influence of uninformative visual cues on gravity perception. *Ann NY Acad Sci* 1164:403–405.



Dr. ALEKSANDRA KUPFERBERG

SELECTED TALKS

- 06.02-07.03. .2018 Lecture Series about the effect of hearing training (Zug, Zürich, Winterthur, Luzern)
- 19.07.2016 Invited talk at the Chair of Development and Educational Psychology of early childhood (Munich, Germany)
- 18.09.2013 Invited Talk at the Karolinska University (Stockholm, Sweden)
- 13.01.2013 Colloquium Talk at the University Medical Center Hamburg-Eppendorf (Hamburg, Germany)
- 01-06.09.2012 Mirror neurons -20 years after discovery (Erice, Italy)
- 7.06.2011 Invited Talk at the University of Neuroinformatics (Zurich, Switzerland)
- 06.05.2011 Colloquium Talk at the Sensory-Motor-System Lab (Zurich, Switzerland)
- 07-08.05.2011 Implications of Research on the Neuroscience of Affect, Attachment and Social Cognition Conference (London, UK)
- 17-19.04.2011 Talk at the workshop: Neurophilosophy and Neuroscience (Venice, Italy)
- 26.04.2011 Invited talk at Interdisciplinary College 2011: Mirror neuron system and the consequences of its dysfunctions (Soest, Germany)
- 02.12.2010 Colloquium Talk at the Department of Neuroscience, Lab of Giacomo Rizzolatti (Parma, Italy)
- 08.2010 Invited talk on mirror neurons in the adult education center (Munich, Germany)
- 27-28.01.2010 Talk at the 4th International Conference on Cognitive Systems (Zurich, Switzerland)
- 06-09.04.2009 Talk at: New frontiers in human-robot interaction Convention (Edinburgh, Scotland)



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SELECTED TRAININGS

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| 02.06-10.06.2018 | Microbiota and the brain symposium (Venice, Italy) |
| 02.03.2018-14.03.2018 | Internship: Assessment Center and Job Coaching (XCG Consulting Group, Zurich) |
| 05.2016-08.2016 | Statistical principles for medical analysis
(University of Bern) |
| 19.02.2014 | Basic GCP and clinical research training course
(University of Bern) |
| 26.11.2010 | Convincing people
(LMU Center for Leadership and People Management, Munich) |
| 10.2008 -11.2008 | Proposal writing in natural sciences
(LMU Center for Leadership and People Management, Munich) |
| 28 - 30.07.2010 | Lecturer's Training
(LMU Center for Leadership and People Management, Munich) |
| 17-18.05.2010 | Presenting Professionally
(GraduateCenter-LMU, Ludwig-Maximilians-Universität, Munich) |
| 01- 03.12.2009 | Publishing in peer-reviewed journals
(GraduateCenter-LMU, Ludwig-Maximilians-Universität., Munich) |
| 22.09.2009 | Emotional Intelligence
(LMU Center for Leadership and People Management, Munich) |
| 19.10.2009 | Rhetorical training
(GraduateCenter-LMU, Ludwig-Maximilians-Universität, Munich) |
| 27.09.2008 | Time management
(GraduateCenter-LMU, Ludwig-Maximilians-Universität, Munich) |