

## Marion Rottenberg is the New International Patient Advocacy Lead at AOP Health



*The Vienna native has a wealth of experience in pharma and will be building up the European pioneer's area of Patient Advocacy in the field of rare diseases and intensive care.*

As of June 2023, Marion Rottenberg has taken over the role of International Patient Advocacy Lead at AOP Health. In this position, she is responsible for the strategic expansion of the area and will therefore be working closely with patient organizations. Vienna-born Rottenberg studied Business Management at the Vienna University of Economics and Business. After passing the exam to become a pharma sales representative, she worked in the pharma sector for many years, most recently as a manager in the Marketing & Sales Team of an international pharma company.

### Patient concerns as the motivation for change

In her new role, she wants to focus on increasing the visibility of rare diseases and involving patient organizations in the creation of study designs right from the start. The decisive motivator for Rottenberg's switch to AOP Health was the desire to do something for those affected:



Petra Lanz, Chief Commercial Officer at AOP Health, is pleased about the new addition to the team:

MAG. PETRA LANZ  
CHIEF COMMERCIAL OFFICER

*"Marion Rottenberg brings an ideal combination of communicative and specialist know-how, making her an ideal choice to firmly establish this new position in the company."*



Source: [AOP Health](#)

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