



# Ghayass R. Tarraf

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A multilingual professional with over 20 years of international experience in sales, project management, and solution development across the healthcare and finance sectors. With academic training in Biomedical Engineering, Business Administration, and Digital Transformation in Healthcare, I combine technical knowledge with a solid understanding of business needs and goals.

In my sales roles, I worked on business development and sales initiatives in Europe and the Middle East, engaging with C-level decision-makers and presenting solutions tailored to sectors such as digital insurance, wealth management, and healthcare platforms. I have been involved in managing sales pipelines, supporting go-to-market efforts, and representing companies at professional events.

In parallel, I managed a variety of digital projects, including hospital information systems, electronic health records, lab integration tools, and financial platforms. I have led distributed cultural teams across 3 continents and managed the planning implementation and delivery of complex solutions.

Fluent in German, Arabic, French and English, I bridge cultural gaps within international teams, cultivate stakeholder trust, align cross-regional goals, and direct projects to the desired outcome.

## Highlights:

- BoTec GmbH (Oil & Gas BI Tools): Executed cold lead acquisition and business development (Greece, Turkey, Finland, and Germany). Managed end-to-end sales pipeline and contributed to product modularization. Presented BI and operational solutions directly to C-level executives, driving technical sales.
- Paladino AG (Digital Insurance Platform): Led proactive market research and cold outreach at the C-level in Spain, Germany, and Qatar. Independently managed the entire sales process and pipeline, reported directly to the CEO. Represented the company at trade fairs, strengthening brand visibility and client acquisition.
- Ricoh Switzerland AG (Healthcare Solutions): Developed and executed Go-to-Market strategies for hospital-focused solutions (e.g., e-referrals, check-in terminals). Conducted cold callings and cross-selling, and managed an international sales pipeline. Trained sales teams and led coordination across EU countries to align healthcare offerings.

## Education

Certificate of Digital Transformation in Healthcare – Imperial College Business School, London  
Certificate of Business Administration and Marketing – UAS Ravensburg-Weingarten, Germany  
Biomedical Engineering – UAS Giessen, Germany

## Languages

German: mother tongue  
Arabic: mother tongue  
French: Fluent  
English: Fluent  
Spanish: Basics

## Interests

Technology, Cooking, Wine

## Professional Experience Details

02.2021 – now **IT BUSINESS PARTNER AND PRODUCT MANAGER**  
Aerztekasse (Switzerland) **Revenue Cycle management and healthcare solutions**

- Led development of products including FINDASH (Financial BI Tool), EPD (Electronic Patient Record), Roko (Swiss National Survey Tool), HIP (Health Integration Platform), and ISI (Revenue Cycle Management).
- Supported Sales and onboarding teams, streamlined support organization, improving operational efficiency and service delivery.
- Designed and documented key processes, use cases, and data flows.
- Led cross-functional, international teams (UI/UX, development, QA), ensuring timely delivery within scope and quality standards.

06.2017 – 01.2021 **SALES AND PROJECT SERVICES MANAGER**  
Shaca UG (Germany)  
Co-Founder **BoTec GmbH (DE/FR): BI and Management for Oil and Gas Industry (Refinery and downstream)**

- Conducted market research and cold calling to C-level prospects across the EU and Middle East (Greece, Turkey, Finland, Germany), driving business development.
- Supported the full sales process, reporting to the CEO and presenting tailored solutions to clients.
- Managed sales pipeline and forecast, overseeing lead generation to opportunity development.
- Contributed to modularizing the solution, improving scalability and flexibility (planning, scheduling, modeling, monitoring, reporting).

**Paladino AG (CH): Digital Insurance Plattform**

- Led market research and cold calling to C-level clients in the EU (Spain, Germany) and Middle East (Qatar), managing the full sales process while reporting to the CEO.
- Organized outreach and managed sales pipeline, forecasting, and portfolio development.
- Represented the company at trade fairs and industry events, enhancing brand visibility and building key business relationships.
- Led cross-functional teams in Switzerland and Kosovo, ensuring efficient collaboration.
- Authored technical specifications for tailored client solutions, ensuring precise delivery.

**additiv AG (CH): Wealth Management Platform**

- Served as the main point of contact for commercial and technical matters
- Led requirements gathering and analysis, working with C-level stakeholders to design the solutions, define user stories, and draft system interfaces.
- Managed project delivery across multiple locations (Switzerland, Belarus, Romania, Ukraine, Jordan), ensuring alignment with business goals.
- Coordinated change requests, balancing contractual obligations, SLAs, and evolving requirements.
- Held financial responsibility for budgets, invoicing, and offshore team coordination, ensuring cost efficiency.
- Resolved conflicts between offers and new requirements, aligning with client expectations and technical feasibility.
- Led support activities (incident management, 1st and 2nd level support)

07.2016 – 06.2017  
additiv AG (Switzerland)

**SENIOR PROJECT MANAGER**

- Collaborated with customers to design and optimize processes, creating specifications for designers and developers, aligning with business needs and technical standards.
- Managed internal and (international) external resources, coordinating tasks across teams to implement solutions.
- Handled change requests, supervised testing, deployments, and acceptance, ensuring compliance with contracts and specifications.
- Supported sales efforts in Switzerland

04.2014 – 07.2016  
Ricoh Switzerland AG  
(Switzerland)

**BUSINESS CONSULTANT HEALTHCARE**

- Launched and marketed innovative hospital solutions (image/document processing, electronic referrals, self-check-in terminals) for seamless integration with HIS.
- Collaborated with product managers across the EU to align strategies and optimize healthcare offerings.
- Developed and executed a Go-to-Market strategy, created pitches, use cases, and success stories to communicate product value and drive sales.
- Conducted market research, proactive customer acquisition, and cross-selling, managed and forecasted the sales pipeline
- Trained sales teams on lead generation, account planning, and solution-based selling.
- Represented the company at trade fairs and conferences

01.2013 – 04.2014 Nektoon AG (Switzerland)	<b>SALESMANAGER</b> AI based content analysis solution <ul style="list-style-type: none"><li>○ Contributed to sales and marketing strategies</li><li>○ Conducted market research and lead generation</li><li>○ Conducted sales activities (EU/CH) and managed partnerships with four key partners to support business development.</li><li>○ Provided sales support across Germany, the Netherlands, and the UK</li></ul>
01.2012 – 12.2012 Freelancer (Switzerland)	<b>CONTRACT BASED</b> Marketing and Sales support <ul style="list-style-type: none"><li>○ Marketing &amp; Business Acquisition: Almega AG, Switzerland – Focused on water disinfection plants</li><li>○ Inside Sales: Beautec SARL, France – Promoted BI solutions for the oil and gas industry</li><li>○ Product Development: e.com Startup, Germany – Contributed to developing a domain SEO product.</li></ul>
04.2007 – 12.2012 H+S Kommunikation AG (Switzerland)	<b>SENIOR CONSULTANT HEALTHCARE</b> Planning and tendering services for healthcare <ul style="list-style-type: none"><li>○ Responsible for my own clients and projects (goals, budget, up-selling)</li><li>○ Designed new digital hospital wide processes, wrote tech requirements and designed integrated eHealth solutions (processes, software, and hardware).</li><li>○ Wrote RFIs and RFPs, managed the legal tender and evaluation process.</li><li>○ Oversaw implementation, ensuring goal-aligned delivery.</li><li>○ Delivered training and presentations to ensure stakeholder understanding.</li><li>○ Represented the company at trade fairs</li><li>○ delivered training sessions and presentations</li></ul>
11.2003 – 03.2007 BuP GmbH (Germany)	<b>JUNIOR CONSULTANT HEALTHCARE</b> Planning and tendering services for healthcare <ul style="list-style-type: none"><li>○ Designed new digital processes, wrote RFIs and RFPs, managed the legal tender and evaluation process.</li><li>○ Oversaw implementation, ensuring goal-aligned delivery.</li><li>○ Delivered training and presentations to ensure stakeholder understanding.</li><li>○ Represented the company at trade fairs</li></ul>

07.2002 – 08.2003  
ARE Richter Elektronik  
GmbH (Germany)

**HEAD SERVICE POINT**

Technical services for medical cabints

- Supervised service point operations, provided customer service and consulting.
- Managed resource planning and coordinated service orders
- Oversaw technician service delivery

**EDUCATION**

- Certificate of Digital Transformation in Healthcare, Imperial College Business School, London (May 2025)
- SCRUM Master (EVMU, 2020)
- Certificate of Business Administration and Marketing (University of Applied Sciences Ravensburg-Weingarten, 2012/13, Germany)
- ITIL Foundation (Digicom, 2013).
- Biomedical Engineering Diploma (University of Applied Sciences Giessen-Friedberg, 2002, Germany).
- French Baccalaureate (Mathematics and Physics, with distinction, 1994).