

Anamaria Grigore

Senior Global Marketing Leader | Diagnostics | Life Sciences | Laboratory Automation

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Executive Summary

Scientist at my core, marketer by practice. With over 15 years in diagnostics, life sciences, and automation, I build strategies that bridge scientific innovation and commercial value. At BD, I lead global marketing strategy and execution for laboratory automation, shaping portfolio direction, customer adoption, and revenue optimisation. I am recognised for combining scientific fluency with strategic clarity—translating VOC, evidence, and market insight into business growth and sustainable differentiation.

Core Expertise

- Strategic & Global Marketing Leadership
- Portfolio & Product Commercialisation
- Value Proposition & Pricing Strategy
- Competitive & Market Intelligence
- Voice of Customer (VOC) & Evidence Generation
- Cross-Functional Team & Regional Leadership
- Go-to-Market Planning & Campaign Execution
- Stakeholder & KOL Engagement

Key Achievements

- Defined BD's market entry strategy for Environmental Monitoring, securing multi-million-euro investment and enabling BD's expansion into regulated pharma QC markets.
- Repositioned BD Kiestra's automation portfolio to strengthen competitive differentiation and accelerate double-digit adoption growth globally.
- Influenced portfolio investment decisions at BD's Annual Strategic Review through evidence-based recommendations and market-driven insights.
- Delivered global campaigns and enablement initiatives that improved funnel health, sales conversion, and commercial readiness across EMEA and US.
- Built customer trust and advocacy through reference-site programmes, expert panels, and strategic VOC integration into the innovation roadmap.

Professional Experience

Becton Dickinson (BD) – Netherlands

Senior Global Marketing Manager – Laboratory Automation (Director-Level Scope) | 2022 – Present

- Lead the global marketing strategy for BD Kiestra Total Lab Automation, defining positioning, go-to-market planning, and portfolio differentiation.
- Drive commercial alignment across R&D, Pricing, HEOR, and regional teams to translate technical value into customer impact and revenue growth.
- Manage a cross-regional team (Product Manager, Marketing Assistant, Coordinator, and Regional Leads) to ensure consistent execution globally.

- Guide customer insight integration, evidence generation, and value communication to sustain BD's leadership in microbiology automation.
- Present portfolio strategies and investment proposals to senior leadership, influencing global roadmap decisions.

Global Marketing Manager – Pharma Environmental Monitoring | 2020 – 2022

- Developed BD's first global strategy for microbiological environmental monitoring automation in sterile pharma manufacturing.
- Conducted opportunity assessments (market sizing, competition, and regulatory mapping) to inform portfolio investment cases.
- Led Voice-of-Customer programmes with top pharma manufacturers and CDMOs, translating user needs into business requirements.
- Built internal alignment across R&D, Regulatory, and Commercial functions to enable pre-launch readiness and proof-of-concept validation.

Sakura Finetek Europe – Netherlands

Strategic Marketing Manager – Histopathology & Cancer Diagnostics | 2015 – 2020

- Directed EMEA marketing for digital pathology and automation systems, supporting regional growth and brand preference.
- Led the Genie Advanced Staining System launch, combining workflow validation, KOL partnerships, and evidence-based messaging.
- Strengthened the company's value positioning around diagnostic efficiency and quality improvement.

Medline International – Netherlands

European Product Manager – New Product Development | 2014 – 2015

- Managed development and EU-wide launch of surgical and laboratory products, coordinating regulatory and marketing readiness.
- Ensured portfolio success through close collaboration with supply chain and distributor networks.

Nitech – Romania

Senior Product Manager – Laboratory Equipment | 2011 – 2014

Product Manager – Laboratory Equipment | 2008 – 2011

- Managed marketing and sales for diagnostic instrumentation, developing distributor channels and securing multi-year tenders.
- Improved brand recognition through value-based customer communication and after-sales excellence.

Education & Certifications

- M.Sc. Biophysics & Medical Physics – University of Bucharest (Romania / France)
- Research Fellow – Institut Curie, Paris
- Leadership Programme for Future-Proof Marketers – Schouten & Nelissen
- Consultative Selling & Change Management – Krauthammer International
- Lean Six Sigma – Yellow Belt (IASSC)

Languages

English (fluent) | French (fluent) | Dutch (intermediate) | Romanian (native)