



+41 78 617 26 90
rabi.tarraaf@gmail.com
Bündtweg 1
8280 Kreuzlingen

Nationality: German

Age: 48

German: fluent
French: very good
English: very good
Arabic: fluent

Ghayass R. Tarraf

Biomedical Engineer, Business administration and Marketing certification, 20 years of experience in healthcare digitalization (UAE, Germany, Switzerland).

Highlights:

- Planning, tendering and implementing process digitization solutions for hospitals and the different departments (HIS, RIS, PACS, eCM) in Germany, Switzerland and United Arab Emirates
- Actively supporting the team and product management for the realization of the new billing and invoicing solution ("ISI", revenue cycle management, for planned 8K direct users and integration partners), Switzerland
- Planning, managing the development, delivery and support of an end-2-end digital insurance platform (TONI DIS AG for Postfinance AG, Switzerland) and wealth management platforms for different banks and finance institutions in Germany and Switzerland (Additiv AG, Switzerland)
- Planning, managing the development, delivery and support for the digitalization of Order Entry, Management and Reporting including referrer management, Laboratories, radiologies, medication processes, integration of lab and medical devices, warehouse management (drugs and materials) and steering of pharmacy robot (Swiss Physician Funds Cooperative, Switzerland)
- Planning, managing the development, delivery and support of the national financial survey and evaluation software for practitioners and therapists: ROKO®, 15K users (Swiss Physician Funds Cooperative, Switzerland)
- Managing the project and the BE-development of the patient's electronic healthcare record (AD Swiss® EHR, part of the Swiss national EHR)

Sales and Consulting:

- Contribution to the product and go-to-market strategies
- Accounts planning and value-based sales approach
- Managing own pipeline
- coaching of project managers
- coaching of product sales on value based approach
- lectures and workshops on business and technological topics
- representation on fairs and exhibitions
- Active sales support during whole sales process

02.2021 – now
AerzteKasse (Switzerland)

IT BUSINESS PARTNER AND PRODUCT MANAGER

- Products: FINDASH (Financial and RCM BI tool), EPD (electronic patient record), Roko (Swiss national Survey and data analysis tool, mandated by the Federal Office of Health, BAG), HIP (health integration platform: Lab, referral, medication, x-ray, forms, warehouse management, drug robot management), ISI (Billing and Invoicing SW)
- Defining the product specifications (functional and technical), writing the user stories, specifying technological framework
- Drafting the planned processes and interfaces (business case, use case, process flow, data flow)
- Supervising and managing actively the development teams (4 teams): UI/UX design, development, testing, delivery and training for the different programs
- Ensuring support (2nd and 3rd level)
- Managing change requests
- Supervising the delivery from the off-shore team (India)
- Responsible for all aspects of the delivery: Quality, time and costs
- Supporting contract negotiations with new customers (SLA terms)

06.2017 – 01.2021
Shaca UG (Germany)
Own Company

SALES AND PROJECT SERVICES

BoTec GmbH (DE/FR): BI and Management for Oil and Gas Industry (Refinery and downstream)

- Active market research and cold calling at C-level for customers in the EU and Middle East, as well as supporting the entire sales process (reporting directly to the CEO, Mr. Martin Schoener), Lead generation, organization of calls, presentation (Greece, Turkey, Finland, Germany).
- Managing own sales pipeline and forecast (lead, prospect, opportunity)
- Supporting the modularization of the solution (Planning, Scheduling, Modeling, Monitoring, reporting)

Paladino AG (CH): Digital Insurance Plattform

- Active market research and cold calling at C-level for customers in the EU (Spain, Germany) and Middle East (Qatar), as well as leading own sales process (reporting to the CEO, Mr. Roman Hofmann).
- Organizing and initiating calls according to the sales phase
- Managing own sales pipeline and forecast
- First point of contact for customers: Commercial and technical in the project
- Development of the customer relationship and retention
- Development of the customer portfolio
- Reporting (sales and product management)
- Representations at trade fairs and congresses
- Managing the teams (Switzerland and Kosovo)

additiv AG (CH): Wealth Management Platform

- "First Point of Contact" commercially and technically, for internal and external project partners
- Gathering and analyzing of requirements, designing the solutions together with stakeholders
- Drafting the planned processes and interfaces
- Defining the user stories
- Management of the project and the development teams
- Coordination and alignment with stakeholders as well as management for requirements and change requests (effort / SLA)
- Financial responsibility (project budgets, invoicing, off-shore teams).
- Organize and lead calls, meetings and workshops to clarify requirements, testing and deployments.
- Lead and proactively elaborate solutions in conflict situations (offer vs new requirements).
- Assessment of customer complaints, monitoring and coordination of troubleshooting (vs. SLA)
- Responsible for solution support (incident management, trouble shooting, 1st and 2nd level).
- Internal coordination, reporting and communication on the progress and status of the projects as well as on any required corrective measures
- Managing the project teams (Switzerland, Belarus, Romania, Ukraine, Jordan)

07.2016 – 06.2017
additiv AG (Switzerland)

SENIOR PROJECT MANAGER

Asset management solution (private banking)

- Supporting the customer to design the new processes
- Requirement's documentation and management (process and technology)
- Drafting the planned processes and interfaces
- Writing the specifications for the designers and developers
- Managing of resources (internal and external) to implement the solution
- Planning and assigning the activities and monitoring the execution
- Coordinating the activities with other partners (ecosystem: interfaces, operations, hosting, etc.)
- Lead and coordinate international development teams (Switzerland, Ukraine, Belarus, Romania)
- Supervising the testing and deployments
- Ensuring acceptance tests in accordance with contracts and specifications
- Managing change requests
- Reporting to the management
- Ensuring support for existing customers (1st and 2nd level)
- Supporting sales activities
- Managing the project teams

04.2014 – 07.2016
Ricoh Switzerland AG
(Switzerland)

BUSINESS CONSULTANT HEALTHCARE

Definition of new products for the health care market, product management and sales

- Conceive, launch and sell new "value propositions" for hospitals. Products: Solutions for image and document processing, electronic referrals (incl. platform for anonym. data analysis), self-check-in terminals in hospitals, Wound-documentation Camera for direct integration in the HIS.
- Coordination with Ricoh's product managers in other EU countries
- Elaboration of a Go2Market strategy
- Development of pitches, use cases and stories
- Market research and cold calling for customer acquisition, cross-selling with existing customers
- Management of own sales pipeline and forecast
- Initiation of and support in marketing activities
- Sales and business development for international and major accounts
- Coordination of international sales teams
- Training of sales people: lead generation, account planning and solution-based approach
- Representations at trade fairs and congresses

01.2013 – 04.2014
Nektoon AG (Switzerland)

SALESMANAGER FOR AI BASED CONTENT EXPLORATION

- Participation in the creation of the sales and marketing strategy
- Market research and cold calling to acquire new customers
- Management of own sales pipeline and forecast
- Direct sales in Switzerland
- Tele-acquisition in the EU
- Partner Management (4)
- Responsible for inside sales
- Responsible for supporting sales colleagues in Germany (1), Netherlands (1) and UK (2).

01.2012 – 12.2012
Freelancer (Switzerland)

CONTRACTS:

- Marketing and acquisition: Almega AG, Weinfelden, Switzerland. Product: Water disinfection plant.
- Inside Sales: Beautec SARL, Annecy, France. Product: Beautec Business Pilot (BI) for the oil and gas industry.
- Product Development: e.com Startup, Product: Domain SEO, Konstanz, Germany.

04.2007 – 12.2012
H+S Kommunikation AG
(Switzerland)

SENIOR CONSULTANT HEALTHCARE

Responsible for the consulting of customers, planning, tendering and implementing of process-related software solutions in the healthcare sector (HIS, RIS, PACS, multimedia archive system)

- Requirement's documentation and management (process and technology)
- Conception of solutions and interfaces (process, SW and HW)
- Creation of functional specifications and concepts
- Elaborating the tendering documents (RFIs, RFPs)
- Responsible for the legal tender process (public and private tenders)
- SPOC for the bidders
- Evaluation of the offers and recommendation elaboration based on the stipulated criteria
- Supervising the implementation of the solutions
- Problem analysis and solution finding for existing processes and solutions
- Project management
- Project controlling
- Conducting trainings, workshops, lectures and presentations
- Representations at trade fairs and congresses

11.2003 – 03.2007
BuP GmbH (Germany)

JUNIOR CONSULTANT HEALTHCARE

Planning, tendering and implementation of process-related software solutions in the healthcare sector (RIS and PACS)

- Requirement's documentation and management (process and technology)
- Conception of solutions (process, SW and HW)
- Creation of functional specifications and concepts
- Elaborating the tendering documents (RFIs, RFPs)
- Responsible for the legal tender process (public and private tenders)
- SPOC for the bidders
- Problem analysis and solution finding for existing processes and solutions
- Project management
- Representations at trade fairs and congresses

07.2002 – 08.2003
ARE Richter Elektronik
GmbH (Germany)

HEAD SERVICE POINT

- Supervisor of the service point
- Customer service and consulting
- Resource planning
- Execution of service orders
- Supervision of the provision of services by the technicians.

EDUCATION

- 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 Baccalauréat (Maths and Physics, with distinction, 1994).