



# Jenny Wissmar

A mid career reflection on  
strategical thinking

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## Jenny Wissmar

*Statistical Science Director, AstraZeneca, Gothenburg*

*Global Product Statistician for Saphnelo LCM indications*

Primary work experience in pharmaceutical industry: Ph3, Diabetes, Immunology

Jenny started in AZ in the year of 2006 working as study statistician in various Phase 3 studies in diabetes, CVRM. After the read out 4 years later she left AZ to try the field of economics and she was soon promoted to the Head of Customer Relationship Marketing for one of Sweden's largest clothing company, Kappahl. When she received the offer to continue as the Head of e-commerce she decided to come back to her lovely field of statistics, serving patients in need of new treatments.

Today she works as the GPS for Saphnelo, where she independently leads the statistical strategy for Saphnelos LCM. The last 3 years she primary has focused on design work, internal governance committees and regulatory interactions. Before that she has worked with several read outs and submissions.

On her spare time, you find her in the gym, in the garden or in front of the screen writing crime novels. She also studies extra courses at the university on regular basis. She is married since 2014 and has one son at the age of three.



# Statistical and strategical journey so far

## Observations from my experience



# Strategic decision making and influence

*What should I master in next career phase?*



Statistical & industry knowledge



Communication skills



Build relationships



Leadership skills



Understand the audience & business priorities



Critical thinking



Emotional Intelligence

What it takes for me to be effective in strategic influence



# Strategic decision making and influence

*How can you help me to be ready for next career phase?*

1

Communicate your goals and intention

Be a role model and I will follow

2

Be clear with your expectations

Build it in to our organization

3

Create a learning and supportive environment

4

Challenge me  
Include me  
Trust me

Leaders can support with exposure and inclusive climate



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