



Press Release

Healthcare expert Marita Klafke is "Interim Manager of the Year 2022"

Lübeck, 17.05.2022 - Marita Klafke is Interim Manager of the Year 2022. With this award, the Arbeitskreis Interim Management Provider (AIMP) annually recognizes outstanding achievements of top performers among interim managers. This was also the case on this year's April 29, finally again as a live event, at the annual forum at Burg Schwarzenstein.

Rhineland-born Marita Klafke, who was nominated by interim management provider Management Angels, looks back on an extraordinary career. After a classical training as a nurse (CCRN/CRNA) and later assumption of management tasks in hospital management, she switched to medical technology after completing her business studies. Here, in particular, she successfully expanded an aftersales business unit of a world-leading medical technology group into the most profitable division.

Marita Klafke achieved a further professional highlight in the medical sector in the USA. With a pronounced sense of intuition and at the same time great assertiveness, she managed the turnaround of a German company in Massachusetts that was in need of restructuring.

One of the interim projects for which Marita Klafke received an award was the strategic realignment of marketing and then sales for a market leader in dental products. With her distinctive knowledge of human nature and a clear and appreciative leadership style, she ensured that the departments that were not working together optimally built up mutual trust. In a large number of sensitive individual discussions at all hierarchical levels, she got to the root of the problems, was able to eliminate them and re-established a trusting and productive working atmosphere for her client.

Marita Klafke is a sought-after crisis manager, especially in difficult situations and challenging projects: she was one of the pioneers when she took over responsibility for setting up and managing Europe's largest and most efficient Covid-19 test center at Frankfurt Airport in 2020. Shortly afterwards, the successful concept served as a model for setting up other time- and cost-efficient test centers for LUFTHANSA, among others.

Asked about her recipe for success, Marita Klafke says: "The most important success factor in the healthcare sector is motivated and committed professionals who are willing to take on a lot of responsibility for socially important tasks. I consider my main task to be supporting them as much as possible and integrating them well with all their competencies". And when asked about her next goal, she adds, "If a healthcare company were to offer me a role on the advisory board, I certainly wouldn't say no!"

About MARITA KLAFKE

Marita Klafke is an interim manager with decades of international experience in the fields of medical technology and hospital and healthcare management. She supports her clients in their specific business challenges. She has acquired her professional and business knowledge (Dipl. Betriebswirtin, FH) in management and leadership positions in clinics and medical technology groups. She gained international and intercultural competences during a management assignment in the USA for several years. As a trained nurse, she is also well acquainted with the user side of medical technology products and can judge from her own experience what advantages - or disadvantages - they can bring.

For more information, see the fact profile:

<https://klafke-healthcare.com/wp-content/uploads/2019/04/Klafke-Faktenprofil-neu.pdf>



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H E A L T H C A R E

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Picture



Award ceremony at the AIMP: Marita Klafke, Interim Manager of the Year 2022

From left to right: **Erdwig Holste**, Managing Director Management Angels GmbH, **Bodo Blanke**, Member of the Board AIMP and Managing Director AC Alphamanagement GmbH and **Marita Klafke**, Interim Manager Healthcare