



Curriculum Vitae

Personal information **Noora Allonen**

Work experience

Fimea:

Senior Inspector – Finnish Medicines Agency (Fimea)

Medical Device Market Surveillance & NIS2 Cybersecurity surveillance Implementation
August 2025 – Present

Lead auditor training in November, market surveillance activities for medical devices under EU MDR and IVDR, supporting compliance checks and post-market safety monitoring. Implemented incident reporting and vigilance case handling, ensuring timely communication and process implementation. Project substance specialist in national preparations for NIS2 Directive implementation in the health sector, including creating guidance and founding risk management discussions and vigilance reporting process. Collaborated with internal teams and external stakeholders to align national practices with EU regulatory requirements.

Key Competencies: EU Regulatory Frameworks • Market Surveillance • MDR/IVDR • NIS2 Directive • Compliance Support • Stakeholder Coordination

Clinical Product Manager, Becton Dickinson

June 2022-July 2025

Experienced medical technology specialist with 15 years of experience working in Medical Technology industry. With 15 years of experience in the MedTech industry, I have consistently demonstrated a results-oriented approach, high work motivation, and a passion for continuous self-development. I leverage my skills in technical product management for our IVD instrumentation, software and reagent portfolio, business development, team leading, driving customer conversations, and collaborating effectively with expert teams to achieve goals in defined timelines in a matrix organization. Immunology, hematology and oncology have been my interest and passion since my studies, and I have built my career around this field.

As my expertise in the areas of immunology, hematology and oncology fields specifically, a wide contact network in Finland and Nordic region with long term customer relationships. I have been complimented for having a high sense of emotional intelligence, awareness, and passion for delivering high-quality clinical diagnostic products. Customers and colleagues recognize my dedication to enhancing patient treatment and customer satisfaction. I believe that long-term focus on building customer relationships and trust is the key to successful business. My core responsibilities included deep understanding on IVD and IVDR methods and regulatory requirements and creating long-term strategies and designing processes for to improve business outcome. The medical device portfolio I managed in this role, included IVD instruments, reagents and advanced software for data analysis with AI capabilities.

A significant part of clinical product manager role was also building marketing strategies for our in vitro diagnostic portfolio and enabling execution with clear goals and tactics. I had an extended role as a member of our European marketing council and have been a part of the core team developing an integrated European marketing plan for the EMEA region. This plan started from building marketing objectives from BD company strategy, as well as clear tactics for executing the plan in practice. This also gave the opportunity to collaborate closely with our US organization. This experience has taught me to identify emerging trends and to perform thorough market analysis, understand competitive landscapes, and develop strategies that align with market needs and drive business growth. My expertise in omnichannel marketing, data analysis, commercialization, and cross-functional team collaboration has been instrumental in delivering solutions to our healthcare professionals for clinical diagnostics in B2B sales. In addition to strategic planning, I was actively involved in customer-facing activities, including stakeholder management, complaint handling, and creating tailored customer presentations. I regularly arranged and hosted customer events, both live and remote, to foster engagement and strengthen relationships. I also developed compelling value propositions that resonate with our target audiences and support our sales teams. My role extended into project management, where I lead cross-functional initiatives to ensure timely and effective execution. Furthermore, I contributed to our digital presence through social media marketing, aligning content with our brand strategy and market goals.

Account Manager, Becton Dickinson

October 2019 - May 2022

As an Account Manager for BD Life Sciences products, I managed the entire territory of Finland. I managed a large range of accounts and maintained strong customer relationships. I collaborated with cross-functional teams to deliver tailored solutions, enhancing client satisfaction and driving annual revenue growth.

Technical Application Specialist Becton Dickinson April 2010 – Sept. 2019

Customer support including problem solving and troubleshooting in Nordic region. Performed customer trainings to hospital MD's and technical personnel at clinical hematology, oncology and immunology field and in academia for professors, scientists and students. Troubleshooting on-site visits to customers.

Laboratory Technician TYKS-SAPA enterprise Sept. 2005 – March 2010

(TYKSLAB – TYKS, currently Wellbeing services of Southwest Finland)

Duties of laboratory technician, with special responsibility on
flow cytometry at clinical hematology laboratory.

Education and training

EDUCATION

OCT 2025 - on-going

University of Jyväskylä, faculty of Information technology, Master's Degree Programme in Cyber Security

SEPT 2015 - DEC 2018

Master of Health Care

Metropolia university of applied sciences

OCT 2002 – JUNE 2005

Clinical Biomedical scientist, specialised in clinical hematology and immunology

Turku University of Applied Sciences

SEPT 1997 – JUNE 2000

Matriculation

Eura upper secondary school

Additional information

[Publications](#)

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