



Curriculum Vitae

Personal information **Valdís Beck**

Work experience

1998-2001 Pharmacy student Lyfja Lágmúla

2001-2003 Pharmacist and Pharmacist-in-Charge Substitute, Lyfja Lágmúla

2004-2018 Marketing and assistant marketing manager Hoffman La Roche / Icepharma agent in Iceland

2014-2019 Chairman of Market Access, Frumtök. The Icelandic Association of the Research based pharmaceutical industry

2018-2019 Medical advisor MSD / Vistor Agent in Iceland

2020 and current Manager for Market Access department, Icelandic Medicine Agency. Within that department is for example: shortage, pricing and reimbursement, exemption products, safety, exemptions for labelling etc.

2024 NLF set in steering group

2024 and current NCAPR member

2025 CMA point of contact (new role coming soon)

Education and training

EDUCATION:

- 1995 Student from college

- 2001 M.Sc. Pharm, University of Iceland

- 2020 Diploma, Certified Project Management Associate, University of Iceland

TRAINING/Courses (the biggest ones):

2006 Námskeið hjá Roche: Critical article reading, tölfraeðinámskeið við lestur klínískra vísindagreina, Drug Safety. Ofi.

2006 Dale Carnegie class # 1.06 (48 hours). The objective was to work on

2007 Seminar about Breast Cancer, University of Iceland (10,5 hours)

2007 Business English, University of Reykjavík (16 hours)

2008 Sales- and Marketing seminar, þekkingarmidlungur ehf (16 hours)

2009 Outlook, www.nemandi.is (26 hours)

2009 Professional Selling Skills Rx., Roche DK (24 hours)

2009 Account Development Strategies

2009 Icelandic Drug Market, computer system, Skýrr.

2010 Fruitful negotiation, Federation of ITA (8 hours)

2010 Systematic Diction, University of Iceland, Margrét Pála (6 hours).

2011 Time management, Reykjavik University (3 hours)

2012 Competition legislation, Páll Rúnar M. Kristjánsson (3 hours)

2012 GoPro (Customer Relationship Management system) (3 hours)

2016 Effective team, Dale Carnegie training

2016 Do's and Don'ts in Negotiation Skills, University of Iceland, Diana Buttu from Harvard Extension School (4,5 hours)

2016 Basic facts of financials, UI, Haukur Skúlason, MBA (12 hours)

2018 Sjö lykilverjur stjórnenda, Franklyn Covey, Guðrún Högnadóttir (16 hours)

2019 LEAN conference, Hörpunni.
2019 Sex lykilfærniþættir stjórnenda, Franklyn Covey (16 hours)
2020 Fjögur lykilhlutverk leiðtoga, Franklyn Cove (14 hours)
2022 Stjórnendapjálfun Dale Carnegie (20 klst)
2023 Leadership management, Dale Carnegie
2025 Stress and leadership, Auðnast (3 hours)

Additional information

[Publications](#)

[Projects](#)

[Memberships](#)

[Other Relevant Information](#)