

# Marion Allerstorfer – General Manager Austria & Switzerland, Abbott

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Our core purpose – empowering people to live a healthier life – remains unchanged from our founder’s original inspiration

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14.10.2025

Tags:

[Switzerland](#), [Austria](#), [Abbott](#), [Diagnostics](#), [Diabetes](#), [Medtech](#), [Digital](#)

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*Marion Allerstorfer, General Manager of Abbott’s diabetes care business in Switzerland and Austria, shares insights from her two-decade career at the company, highlighting Abbott’s strong people-first culture and its ability to offer diverse, high-impact career paths within a single global organisation. She discusses the company’s leadership in diabetes and cardiac care, including its next-generation continuous glucose monitoring systems and minimally invasive heart valve repair technologies. Allerstorfer also outlines Abbott’s broader strategic shift toward integrated, digitally connected healthcare ecosystems, positioning the company at the forefront of the next evolution in personalised and preventive care.*

**Your career at Abbott spans over two decades in an industry known for more frequent executive moves. What has kept you anchored here?**

Abbott’s fundamental differentiator lies in its authentic commitment to placing human health at the centre of every strategic decision. This people-centric philosophy creates environments where professional growth aligns naturally with meaningful global health impact, something particularly powerful when you witness Abbott’s work touching two billion lives annually.

Throughout my tenure, Abbott’s organisational structure has facilitated substantial career progression opportunities for individuals prepared to embrace new challenges. Every transition has

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expanded both my strategic capabilities and my ability to improve lives. The company offers a remarkable diversity of experiences, allowing employees to develop comprehensive healthcare industry expertise while remaining within a single organisation.

What truly sustains long-term commitment is witnessing the tangible impact of our innovations. Whether eliminating thousands of painful medical procedures annually or enabling minimally invasive treatments that transform patient experiences, the mission becomes intrinsically motivating rather than merely corporate rhetoric.

### **How would you describe Abbott's competitive position in today's healthcare landscape, particularly in your region?**

Abbott operates as a comprehensive healthcare leader across four strategic business areas: diagnostics, nutritional products, medical devices, and branded generics. This diversified approach enables our more than 114,000 employees to serve populations across 160 countries.

We maintain a substantial presence spanning multiple therapeutic areas: from structural heart technologies to diabetes care, core diagnostics capabilities, nutritional products, and comprehensive medical device offerings focused on vascular and cardiac applications. Our regional commitment extends beyond commercial operations through research and development facilities alongside manufacturing capabilities in Zurich, while Basel serves as the global headquarters for our branded generics division.

My specific mandate centres on advancing diabetes care throughout these sophisticated healthcare ecosystems. This responsibility encompasses market access strategy development, clinical partnership cultivation, and patient outcome optimisation. Switzerland presents unique competitive dynamics, hosting globally recognised pharmaceutical organisations that create both challenges and opportunities for talent acquisition and market positioning.

### **Diabetes and cardiac care seem quite different therapeutically. How do you approach innovation across such diverse medical challenges?**

Both therapeutic areas share common principles: revolutionary patient impact through innovation around complex medical challenges. Our approach consistently focuses on transforming longstanding healthcare obstacles rather than pursuing incremental improvements.

Consider diabetes management, where traditional monitoring burdens people who live with diabetes with multiple daily finger pricks, painful and inconvenient procedures potentially exceeding 2,000 finger pricks annually for life. Our continuous glucose monitoring technology eliminates this entirely through biowearable sensors like FreeStyle Libre transmitting real-time data directly to mobile devices. We have transformed diabetes management from reactive monitoring to proactive health optimisation within comprehensive digital ecosystems.

Similarly, our minimally invasive heart devices revolutionise treatment for patients with heart valve conditions. Previously requiring major surgical interventions, patients can now receive life-changing therapies through transcatheter procedures that fundamentally transform therapeutic paradigms. We are advancing next-generation iterations that enable the treatment of broader patient populations while improving clinical outcomes.

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Both technologies demonstrate our systematic approach: pioneering disruptive technology introduction while providing comprehensive clinical adoption support through extensive trial programmes, real-world evidence generation, and physician expertise development in emerging therapy segments.

**Healthcare technology increasingly requires ecosystem thinking rather than standalone products. How are you building these connected solutions?**

Our strategic vision positions continuous glucose monitoring technology, and specifically the FreeStyle Libre portfolio, as the foundation for interconnected diabetes management platforms, requiring sophisticated partnership orchestration across the entire therapeutic landscape. These collaborations transcend technical integration; they create comprehensive ecosystems, enhancing clinical outcomes while simplifying patient experiences.

Globally, our FreeStyle Libre CGM systems integrate with multiple insulin delivery platforms, including automated diabetes management devices from various manufacturers. These partnerships enable seamless data sharing between monitoring and treatment technologies, creating hybrid closed-loop systems in the future that adjust therapy based on real-time physiological data.

Each collaboration requires careful navigation of regulatory frameworks, clinical protocols, and user interface design to ensure optimal therapeutic benefit. Success demands patience, persistence, and unwavering focus on patient outcomes rather than merely commercial metrics. We invest significantly in clinical evidence generation demonstrating superior outcomes from integrated approaches compared to standalone device utilisation.

**What is your biggest challenge in getting breakthrough medical technologies from laboratory to widespread patient use?**

The fundamental challenge involves making innovative products both affordable and accessible while navigating complex healthcare reimbursement landscapes. The most effective medical technology ultimately becomes the one achieving the broadest patient utilisation, regardless of its technical sophistication.

We collaborate extensively across healthcare ecosystems encompassing providers, payers, regulatory bodies, and patient advocacy organisations. This requires systematic stakeholder engagement demonstrating technological benefits through robust clinical evidence and comprehensive real-world case studies. Our evidence-based approach facilitates informed decision-making while supporting reimbursement discussions with health systems.

Beyond reimbursement topics, physician adoption requires extensive education and training programmes. Revolutionary technologies often demand new clinical workflows and expertise development. We provide comprehensive support for healthcare provider skill advancement in emerging therapy segments, ensuring successful technology integration within existing practice patterns.

**Switzerland has intense competition for healthcare talent. How do you build and retain high-performing teams?**

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Switzerland presents unique talent challenges, hosting globally recognised pharmaceutical and medtech organisations that constantly recruit top performers. Abbott's distinctive value proposition centres on genuine mission alignment rather than merely competitive compensation. Our people-centric culture permeates every operational aspect and becomes immediately apparent during candidate interactions.

High-performing teams constitute the foundation of our operational success, requiring continuous investment in leadership development and workplace culture, enabling individual excellence while advancing our collective mission. We recently earned recognition as one of LinkedIn's top twenty-five employers in Switzerland, a validation of our commitment to creating environments where every team member can achieve professional success and personal fulfilment.

Abbott embraces servant leadership principles, emphasising leadership through example rather than hierarchical authority. Effective leadership requires serving as a role model, demonstrating values and behaviours, driving organisational excellence. This creates authentic influence, enabling teams to achieve exceptional results while maintaining strong cultural alignment. In practice, this means prioritising team success before personal recognition, investing genuinely in individual development, and creating environments where people feel empowered to challenge conventional thinking.

### **What developments in your pipeline should healthcare leaders be watching?**

Beyond advancing next-generation minimally invasive cardiac technologies enabling broader patient population treatment, our most significant development involves dual biomarker monitoring capabilities addressing critical clinical gaps that current technologies cannot solve.

We are developing sensors capable of simultaneously tracking glucose alongside ketones, which are molecules produced when the liver metabolises fat for energy. Ketones serve as crucial indicators for potentially dangerous metabolic fluctuations. Elevated levels can signal life-threatening complications, making continuous monitoring of both biomarkers essential for comprehensive diabetes care.

These developments reflect our evolution from device manufacturer to integrated healthcare technology ecosystem orchestrator, crafting interconnected solutions that enhance clinical decision-making while improving patient experiences.

### **Where do you see Abbott's role in the next evolution of healthcare?**

Abbott's heritage spans more than a century, originating from a physician developing superior medicines for patients. That foundational inspiration evolved into today's global organisation, consistently working to improve worldwide health outcomes across more than 160 countries.

Healthcare will increasingly shift toward personalised, connected, and preventive care models. Abbott's combination of diagnostic capabilities, therapeutic technologies, and digital ecosystem expertise positions us uniquely to lead these transformational changes. We envision healthcare systems where continuous monitoring enables predictive interventions, where treatment decisions leverage real-time biological data, and where patient experience drives technology design.

Our strategic ambition involves continuously expanding healthcare access while advancing technological capabilities, improving usability, and enhancing affordability. The scale of our current

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impact reflects both technological capabilities and strategic execution, but represents merely the foundation for future possibilities.

Our core purpose â?? empowering people to live a healthier life â?? remains unchanged from our founderâ??s original inspiration. Every strategic decision, every innovation initiative, every partnership development serves this fundamental mission. Abbottâ??s future innovations will continue transforming abstract medical possibilities into tangible improvements in human health and quality of life worldwide.

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