Jacek Glinka  
**President, Medicines for Europe and President Europe, Mylan**

Jacek Glinka is the President Europe for Mylan, one of the world’s leading global pharmaceutical companies, dedicated to providing the world’s 7 billion people access to high quality medicine, present in 38 countries in the European region and in approximately 145 countries and territories globally. He will assume the role of President of EGA in October 2015. He joined Mylan from the Polpharma Group, where he served as CEO from 2003 to 2006 and from 2009 to 2013. He began his professional career as a Strategic Management Consultant with firms including Deloitte & Touche and A.T. Kearney.

Vivian Frittelli  
**Chairman IGBA and CEO National Association of Pharmaceutical Manufacturers (NAPM)**

Vivian Frittelli has been involved in the pharmaceutical industry for over a quarter of a century. He headed Hoffmann La Roche’s Marketing and Sales Division in South Africa before doing a stint as Country Manager for Roche in Saudi Arabia. Upon returning to South Africa he was appointed Regional Director of an NGO, The Smile Train, where he worked to provide subsidized surgeries for children with Cleft lips and palates throughout Southern Africa. Thereafter, he joined Sandoz Pharmaceuticals to establish their oncology division in the Country. Three years ago he joined the National Association of Pharmaceutical Manufacturers as the Chief Executive. The Association represents generic and biosimilar medicines manufacturers and is responsible for communicating to stakeholders on behalf of members. He assumed the chair of the management committee of the IGBA in October 2015.

Vytenis Andriukaitis  
**Commissioner, European Commission DG SANTE**

Vytenis Povilas Andriukaitis was appointed European commissioner for Health and Food Safety in November 2014. He was born on August 9 in Siberia where his family was deported in 1941. He returned in 1959 together with his mother and two brothers. His father was allowed to return only when year later. Vytenis Andriukaitis graduated in medicine in 1975 and has been practicing surgeon, specialising in cardiovascular surgery in 1989, for more than 20 years. He also holds a degree in History from Vilnius University acquired in 1984. As of 1969 he was active in the anti-Soviet movement. His political engagement started already in 1976. He was one of the founders of the Lithuanian social-democrat party. In 1990 he was elected to the supreme the Supreme Council of the Republic of Lithuania which preceded Seimas (Lithuanian Parliament) and was one of the co-authors of Constitution of the Republic of Lithuania adopted in 1992 as well as a signatory of independence act of Lithuania. Andriukaitis was a Member of Parliament for six mandates. During that period he has been the Deputy Chairman of Committee on European Affairs, the member of Foreign Affairs Committee and Vice-President of Social-Democrat party. The Commissioner has also led the Lithuanian delegation to the Convention on the Future of Europe. From 2012 to 2014 Vytenis Andriukaitis was minister for Health. For more info: [http://ec.europa.eu/commission/2014-2019/andriukaitis_en](http://ec.europa.eu/commission/2014-2019/andriukaitis_en)
Belinda Wood  
CEO, Generic and Biosimilar Medicines Association (GBMA) Australia  
Belinda Wood is the CEO of the Generic and Biosimilar Medicines Association (GBMA). Previously the Generic Medicines Industry Association, GBMA is the Australian association representing companies that manufacture, supply and export generic and biosimilar medicines. Belinda has over 20 years’ experience in the pharmaceutical industry and was appointed CEO in December 2014 having been the organisation’s Policy Director from 2012. Belinda was pivotal in negotiations leading to the signing of a Strategic Agreement with the Australian Government in May 2015 that recognises the important role of generic medicines and biosimilars in PBS affordability. The Agreement provides GBMA members with 5-years pricing policy certainty and a direct line into Government through the Generic Medicines Working Group. Belinda holds a BMedSc in Pharmacology and currently sits on several industry committees including the Drug Utilisation Sub Committee (DUSC) and TGA Industry Working Group.

Simon Goeller, Dr.  
Partner, McKinsey & Company, Inc.  
Simon Goeller is a Partner based in Munich and the global leader of McKinsey’s Generics Practice. Since joining McKinsey in 2002, Simon has worked for clients around the world on topics related to generics, branded generics, LOE management, pharma distribution and retail. He serves pharmacos, wholesalers, retailers/pharmacy chains, and PE firms. His recent experiences include global strategy and portfolio definition for a leading player in Branded Generics, pricing and market access efforts for various off-patent pharma and branded companies, field force optimization effort for generics player in Eastern Europe, post-merger integration and brand positioning for retail pharmacy chain, global strategic purchasing strategy for major U.S. healthcare company, lead and expert on various private equity and industry due diligences in healthcare, Marketing & sales excellence programs for pharma companies across Europe, Japan, and the US, including specialty players and dermatology, definition of one of the largest global healthcare provider partnerships, consumer health and branded generics growth strategies globally. Prior to joining McKinsey, Simon obtained a B.A and M.Sc in Economics and Management Research from the University of Oxford (U.K.), and a PhD in Health Care Economics from the University of Giessen (Germany).

Michael Dilger  
Partner, Simon-Kucher & Partners  
Michael Dilger is a Partner with Simon-Kucher & Partners Strategy & Marketing Consultants GmbH, working out of the company’s head office in Bonn, Germany. He specializes in strategic marketing of pharmaceuticals, value-to-customer, market entry and R&D strategies, and pricing within the pharmaceutical industry. Michael has developed numerous international pricing and market access strategies. To date, he has worked on and led numerous national and international projects for pharmaceutical and biotechnology companies around the globe. Prior to joining Simon-Kucher & Partners, Michael received his degree in Business Engineering with a focus on Marketing from the University of Karlsruhe in 1999. He joined Simon-Kucher in the same year.
Emer Cooke  
*Head of International Affairs, EMA*

Emer has worked in a number of management roles for the European Medicines Agency for over twelve years. Currently, she is Head of International Affairs (formally the International and European Cooperation Sector) responsible for liaison and cooperation with non EU regulators; she has previously worked in the European Commission, a national regulatory authority and spent seven years as head of scientific and regulatory affairs for the European pharmaceutical industry association. Since 1991, she has lived and worked in four different European countries and all of her roles have had a strong international component, working closely with FDA as well as other international partners.

Pierluigi Antonelli  
*Head of Western Europe, Sandoz*

Pierluigi Antonelli, in Sandoz since August 2015, is Head of Western Europe for Sandoz International and Member of the Sandoz Executive Committee. Pierluigi started his career as entrepreneur in the automotive business before joining McKinsey, where he worked both in the US and Italy. He then spent the last sixteen years in the Pharmaceutical/Healthcare industry, starting his career at Bristol-Myers Squibb where he held several executive roles in different geographies (Italy, Portugal, US, France and Switzerland). After moving in 2011 to Merck & Co in Italy, he successfully acted as Senior Vice President in Italy and Europe/Canada Fertility Lead over a 1.2 billion USD business with more than 1.000 employees. Pierluigi joined Medicines for Europe in 2016 as Vice President and Treasurer. An Italian national, Pierluigi holds an MBA from Kellogg Graduate School of Management and a degree in Business and Economics from L.U.I.S.S University.

Heather Bresch  
*CEO, Mylan and Chair, GPhA*

Heather Bresch is CEO of Mylan, one of the world’s leading pharmaceutical companies. She also serves on the company’s board of directors. Throughout her 25-year career with Mylan, Bresch has held roles of increasing responsibility in more than 15 functional areas, and played a key leadership role in a series of large, transformative acquisitions, which more than doubled Mylan’s size. She now is leading Mylan in its next chapter of sustainable growth, which is expected to again significantly expand the size and scope of the company. In achieving Mylan’s goals, Bresch is aligning employees behind Mylan’s mission to deliver high quality medicine to the world’s 7 billion people and create better health for a better world. She emphasizes a collaborative culture focused on leading, learning, teaching and performing. Bresch also is a leader on key industry issues and policy initiatives aimed at removing barriers to access to medicine. Among her policy priorities, Bresch has been a leading advocate for global competitiveness and global quality standards. For instance, driven by Mylan’s unmatched commitment to quality, Bresch was instrumental in the development of the Generic Drug User Fee Act (GDUFA) which aims to hold all drugs sold in the U.S. to one quality standard. Bresch was elected to serve as chair of the Generic Pharmaceutical Association’s board of directors in 2016. Previously, she served two one-year terms as the chair of the association in 2004 and 2005 and two one-year terms as vice chair in 2003 and 2006.
Annie Pannelay
Principal, Economist Intelligence Unit (EIU) Healthcare

Annie Pannelay leads the healthcare consulting practice of the EIU. Her role is global. The healthcare vertical includes the policy analysis services to the industry, as well as more specialised services, including value consulting. She helps her clients navigate the challenges presented by the current environment, including the increasing need for clinical and economic evidence required by healthcare policy-makers, insurers and payers. Prior to joining the Economist, Annie held roles with various stakeholders in the healthcare industry. Her experience include working as resident hospital pharmacist (Nice CHU, France), working for the pharmaceutical industry in market insights and business planning roles, as well as healthcare banking. Most recently before joining the Economist Intelligence Unit, Annie worked as strategy consultant, advising top pharmaceutical companies. She also currently is the vice-president of the UK Chapter for ESSEC Alumni, the international network of ESSEC Business School, organising professional events for the alumni community in the UK. She has worked in Europe, Hong Kong and New York. Annie holds a Doctor of Pharmacy Degree from Montpellier University, a BSc in biologic and medical sciences from Montpellier University and an MBA from ESSEC business school in Paris. She is fluent in English and French.

Roberta Savli
Senior EU Policy Advisor and Deputy Director, Efanet

Public affairs professional with more than six years’ experience on EU health, environment and research policies, Roberta Savli works as Deputy Director and Senior EU Policy Adviser for the European Federation of Allergy and Airways Diseases Patients’ Associations (EFA) and is Treasurer of the Health and Environment Alliance (HEAL). Roberta represents EFA at the Policy Advisory Group (PAG) of the European Patients’ Forum (EPF), the European Network for Smoking and Tobacco Prevention (ENSP), and the Patients’ and Consumers’ Working Party (PCWP) of the European Medicines Agency (EMA). Young Gasteiner since 2014, she chairs EFA’s Food Allergy Working Group. Before joining EFA, she worked at the European Commission (Directorate-General for Home Affairs) and the European Parliament (Committee on Industry, Research and Energy). Roberta Savli holds a double master degree in International Relations from LUISS University in Rome and in European Studies from the College of Europe in Warsaw.

Christoph Stoller
Senior Vice President Generics and Commercial Operations Europe, Teva

Christoph Stoller is Teva’s Senior Vice President Generics and Commercial Operations Europe. He is also serving as Vice President of Medicines for Europe and leads Medicines for Europe’s sector group on Value Added Medicines. Christoph has been working for Teva Europe since 2011 after having joined Teva as General Manager in Switzerland in July 2008. Before joining Teva he worked for Zur Rose Group as member of the Executive Board and General Manager Helvepharm, DSM, F. Hoffmann-La Roche and Swiss Re. Christoph studied business administration at the University of St. Gallen Switzerland.
Martin Albert
Head of Portfolio & Program Management, Sanofi Generics
Martin is in charge to build Sanofi’s Global Generic portfolio and to manage global drug product development programs until launch. Since he joined Sanofi / Zentiva in 2012, he has worked in various roles in commercial operations and industrial affairs. Martin has started his industrial career at Sandoz in 2002, where he held several positions in API development and portfolio management. From 2014 to 2015, Martin was responsible for the European business development of Glenmark. Martin is Austrian and holds a PhD in organic chemistry from the technical university Graz, Austria.

Prof. Mondher Toumi
CEO, Creativ-Ceutical
Prof. Mondher Toumi is M.D. by training, M.Sc. in Biological Sciences and Ph.D. in Economic Sciences. Mondher Toumi is Professor of Public Health at Aix-Marseille University. After working for 12 years as Research Manager in the laboratory of pharmacology at the University of Marseille, he joined the Public Health Department in 1993. He worked from 1995 in the pharmaceutical industry for 13 years. Mondher was appointed Global Vice President at Lundbeck A/S in charge of health economics, outcome research, pricing, market access, epidemiology, risk management, governmental affairs and competitive intelligence. In 2008, he founded Creativ-Ceutical, an international consulting firm dedicated to support life science industries and authorities in strategic decision-making. In February 2009 he was appointed Professor at Lyon I University in the Department of Decision Sciences and Health Policies. The same year, he was appointed Director of the Chair of Public Health and Market Access. He conducted the first European University Diploma of Market Access (EMAUD) in Paris, France. Additionally, he recently created the Market Access Society to promote research and scientific activities around market access, public health and health economic assessment. Since 2009, he also chairs the Annual Market Access Day, a purely academic event sponsored by EMAUD that has become a reference event in the area. Since September 2014, he joined the research unit EA3279 of the public health department, at Aix-Marseille University (France) as Professor. Mondher Toumi is also visiting Professor at two famous Chinese universities: Shenyang Pharmaceutical University and Beijing University (Third Hospital). In addition to contributing as a reviewer on several journals, he is Chief Editor at the online Journal of Market Access and Health Policy. He did two mandates as Co-Chair of the Research Review Committee ISPOR in 2012 and 2013. He is a recognized expert in drug development and an authority on market access and risk management. He has more than 200 scientific publications and oral communications, and has contributed to several books. He just finished a book on Market Access to become soon available.
Douglas M. Long  
**Vice President Industry Relations, IMS Health**

Doug Long is Vice President of Industry Relations at IMS HEALTH, the world’s largest pharmaceutical information company. IMS HEALTH offers services to the pharmaceutical industry in over 101 countries around the globe. Doug has been with IMS HEALTH since 1989. His fundamental task is to help secure data for all existing and new databases supported by IMS HEALTH, manage supplier, manufacturer & association relationships, and develop information for data partners. As direct consequence of his involvement in these areas, Doug has considerable experience with, and a unique perspective on, the changing U.S. and global healthcare marketplace and pharmaceutical distribution. Doug is a frequent Industry speaker for the following groups: Health Distribution Management Association, National Association of Chain Drug Stores, Food Marketing Institute, National Council of Prescription Drug Programs, Pharmaceutical Care Management Association, National Community Pharmacist Association, International Federation of Pharmaceutical Wholesalers, Generics Pharmaceutical Association, BIO, AMCP, PhRMA, HSCA and many others. Doug was recently the opening speaker at the HHS Pharmaceutical Forum on Innovation, Access, Affordability & Better Health. His topic was the balance between Innovation and Smarter Spending. Most recently Doug received the distinguished “Harold W. Pratt Award” which recognizes individuals whose activities have contributed to the promotion, recognition and improvement of the practice of pharmacy within the chain drug industry. NACDS President and CEO Steven C. Anderson, IOM, CAE, stated, “Doug Long has earned a reputation as one of the foremost ‘go-to’ sources when it comes to the numbers and trends behind this industry. He has built a reputation of synthesizing the latest industry information and forecasting ‘what’s next’ in ways that helps stakeholders to understand what it means for their day-to-day businesses.” Prior to receiving the Pratt Award, Doug was honored with the HDMA NEXUS Award for lifetime achievement in 2004, the IMS prestigious Summit Award in 2003 and the IMS CEO Team award in 2013. Before joining IMS Health Doug held positions at Nielsen Market Research for sixteen years in various sales and marketing capacities. A native of Illinois, Doug received a BA from DePauw University and holds an MBA in Management from Fairleigh Dickinson University in New Jersey.

Itsuro Yoshida  
**President Towa Pharmaceutical and President Japan Generic Medicines Association (JGA)**

Itsuro Yoshida is currently president of the Japan Generic Medicines Association (JGA) since 2013. He has been leading Towa Pharmaceutical Co., Ltd. as president and representative director since 1996. He has joined Towa since 1976, and had experienced various kinds of functions and departments of Towa, integrated company from manufacture to distribution and sale force. Towa has J-Dolph Pharmaceutical Co., Ltd. and Daichi Kasei Co., Ltd. as wholly owned subsidiaries, and he is a chairman of the subsidiaries. Not only above important roles of the companies, but also for pharmaceutical industries, he is a member of the board of directors of The Federation of Pharmaceutical Manufacturers’ Associations of JAPAN, and a member of the board of directors of Osaka Pharmaceutical Manufacturers Association.
Jeff Watson
President Global Generics Apotex and Chair CGPA
Jeff currently holds the position of President, Global Generics, Apotex, Inc. He is responsible for the delivery of the generics portfolio arising out of the Apotex group of companies (Apotex Inc., Apotex Research Private Limited, Aveva Drug Delivery Systems and Accucaps) and third parties to all global markets. Jeff joined Apotex, the largest Canadian-owned pharmaceutical company, in 1993. Over the last 23 years, he has held various progressive positions within industry, including time spent working in the retail pharmacy sector for Shoppers Drug Mart. Jeff has been a member of the US Generic Pharmaceutical Association’s (GPhA) Board of Directors since 2012 and has served on the Executive Committee since 2015. In 2008 he became an Executive Member of the Canadian Generic Pharmaceutical Association’s (CGPA) board. In March 2015 he was elected Chair of CGPA’s Board following a three year tenure as Vice Chair. Jeff is a former Chair of the US Healthcare Distribution Management Association’s (HDMA) knowledge partner, the Center for Healthcare Supply Chain Research. He is also the Chair of the Board of Directors for TruLeaf Sustainable Agriculture, Nova Scotia, Canada.

Maarten Van Baelen
Market Access Director, Medicines for Europe
Maarten Van Baelen is Market Access Director at Medicines for Europe. He joined the association in 2011 as Medical Affairs Manager with responsibilities in the areas of Falsified Medicines and Pharmacovigilance. Today his mission is to shape in the EU a dynamic and sustainable market situation that enables fast and fair pricing and reimbursement for generic medicines, thereby improving and increasing the access for patients to affordable generic, biosimilar and specialty medicines. MSc in Pharmacy by background, he started in 2007 in the pharmaceutical industry at SGS Life Sciences providing pharmacovigilance services for several international companies. Subsequently, Maarten served as an international Medical Science Liaison at Medtronic Spinal & Biologics. Besides his work in the Industry, Maarten works as an independent in retail pharmacy and is pursuing an MBA at Solvay-Pont Business School.

Nick Haggar
Incoming CEO & Board Member Chemo Group and Former President Medicines for Europe
Nick Haggar is CEO and Board Member of Chemo Group based in Madrid, Spain since mid-2016. As CEO of Chemo Group Nick leads enterprises in 50 countries encompassing Chemo Industrial, Exeltis, Xiromed and MabXience. Chemo Group has established an excellent reputation for building long and successful partnerships in the industry and is approaching an unprecedented phase of growth through its pipeline collaborations. Nick formerly led Western Europe, Middle East and Africa for Sandoz International a $3.5bn fast growing and chaired the Novartis Access to Medicines committee enabling the launch of Novartis Access - 13 medicines at low prices for least developed countries. Nick is passionate about improving Global Access to Medicines both in developing and developed countries and has been one of the key architects enabling the repositioning of the EGA as Medicines for Europe so that our segment of the industry is properly valued for the incredible contribution it makes to public health in Europe. Nick has worked for thirty years in the Pharmaceutical /Healthcare industry – beginning his career
at Baxter Healthcare. He then moved to GlaxoSmithKline, where over a period of fourteen years, he held roles in Operations, Sales, Marketing and Business Management in the UK and Italy. Nick joined the EGA (now Medicines for Europe) as a board member in 2006 while leading Ranbaxy in Europe and assumed the EGA Presidency of the EGA in October 2013 through to October 2015. A British national, Nick Haggar holds an MBA from Cranfield School of Management and a degree in Industrial and Manufacturing Engineering from the University of Hertfordshire, both in the UK.

Kees de Joncheere
Former Director, Department of Essential Medicines and Health Products, World Health Organization

Kees de Joncheere was the Director of the Essential Medicines and Health Products Department at WHO Headquarters, Geneva, from 2012 till May 1, 2016. This department covers medicines, vaccines, diagnostics and other health technologies. It covers (1) R&D policies, local production and transfer of technology (2) regulation and quality – WHO normative and standard setting work, PreQualification of medical products for international procurement, regulatory systems strengthening, and safety issues, including of falsified medical products (3) policies on access to and use of medicines/medical products, including work on medicines pricing policies, supply and reimbursement, HTA and WHO Essential Medicines list, prescribing and dispensing policies, substances controlled under the Vienna conventions, and antimicrobial resistance. Before this he worked for more than 10 years as Regional Advisor for Pharmaceuticals and Health Technologies in the WHO Regional Office for Europe, and in 2011-2012 as the WHO Representative and Head of Country Office in Kiev, Ukraine. A citizen of the Netherlands, he started his international career with the Government of the Netherlands in a health services project in what was then North Yemen. For more than 10 years he served the Pan American Health Organization in Brazil, the Mercosur countries and in Central America supporting countries in implementing comprehensive essential medicines policies. Kees de Joncheere holds a Master’s degree in pharmacy, a PharmD and a Master’s degree in business administration from the Universities of Groningen and Amsterdam in the Netherlands, and from National University, San Diego, USA / San José, Costa Rica. His particular interest is in public policy in the area of medicines, especially pharmaceutical pricing and reimbursement, as well as approaches to strengthening medicines regulation and improving the prescribing and use of medicines. He co-edited the WHO publication Drugs and Money, 7th edition, and is author of several articles and book chapters on pharmaceutical issues.

Ruediger Jankowsky, Dr.
Managing Director, Cinfa Biotech GmbH

Ruediger was appointed to this position in 2014. He is responsible for the set-up and leadership of Cinfa Biotech’s international organization, including corporate strategy, establishment of the company in the market for high-quality biosimilars and the creation of manufacturing and commercialization structures. Ruediger has over 15 years of experience in the pharmaceutical industry where he held various international executive positions in global and mid-size pharmaceutical companies. During this time he developed an expertise in medicinal product development and business development. Before joining Cinfa Biotech, Ruediger was responsible for the global management of biosimilars development projects at a leading biopharmaceutical manufacturer. He holds a PhD in protein biochemistry.
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8-10 JUNE 2016 - DUBROVNIK

Shawn Brown
VP International Affairs, Allergan
Shawn Brown is the Vice President of International Government Affairs for Allergan. Mr. Brown formerly served as Vice President of International Government Affairs and State Government Affairs at the Generic Pharmaceutical Association (GPhA), where he also served as Director of Policy for the Association from 2005 until 2008. Prior to joining GPhA in 2005, he worked as an associate at the Food and Drug Law firm, Hyman, Phelps & McNamara, in Washington, DC. Mr. Brown serve for 8 years as an advisor to the Department of Commerce and United States Trade Representative on intellectual property, trade and pharmaceuticals as a member of the Industry Trade Advisory Committee for Chemicals, Pharmaceuticals, Health/Science Products and Services (ITAC 3). Mr. Brown received his Juris Doctor from the University of North Carolina, Chapel Hill, where he served as an Articles Editor for the North Carolina Law Review. He received his M.A. and B.A. in English from the University of Maine. Before entering the field of law, Mr. Brown studied and worked in Japan as an English teacher and previously taught literature and writing at the University of Maine.

Hanan J. Sboul
Secretary General, JAPM
After more than 10 years of work at Jordan Food & Drug Administration JFDA, Hanan has joined the Jordanian Association of Pharmaceutical Manufacturers JAPM back in 2003 as a Secretary General. She utilized her technical experience in assessment of generic dossiers & quality control, her knowledge on IPR and her skills in lobbying & advocacy to represent the Jordanian generic industry in Jordan and internationally. Hanan is a member of USP Council Governance Committee for 2015 – 2020 Cycle and was a member of the USP Council of Convention for 2010-2015 Cycle. She is also a member of the Steering Committee for Jordan Pharmaceutical Center of Excellence, a Board member of the Fund for Employment, Technical, Vocational Education & Training, a member of the Steering Committee of Medicine Transparency Alliance. Hanan is also an ex member of Scientific Research Support Fund & a member of the Hashemite University Board of Trustees. Hanan received her MBA from Jordan University and her B.A in pharmacy from Yarmouk University in Jordan in 1986.

Hideyuki Kondo
International Affairs Liaison Official to EMA, MHLW/PMDA
Hideyuki Kondo experienced, for more than 10 years of carrier in Ministry of Health, Labour and Welfare, Japan, several positions in the field of pharmaceutical and medical device regulations, including those related to pre-market review policies, GMP/QMS inspections, post-market safety measures and R&D promotion. He started the current position as a liaison official, aiming at advancing international cooperative activities, especially between EU and Japan. He received the Bachelor of Pharmaceutical Sciences from Kyoto University in Japan, and the Master of Business Administration with concentration of Health Sector Management from Fuqua School of Business, Duke University in USA.
Ricardo Ferreira Borges
Assessor, Brazilian Health Surveillance Agency (ANVISA)
Ricardo Ferreira Borges, Pharmacists, graduated at Brasilia’s University Specialization course in Pharmaceutical Technology at Federal Fluminense University. He works at Brazilian Health Surveillance Agency – ANVISA and has been working in the assessment of synthetic drugs since 2007. On 2012 he became Manager of the Pharmaceutical Technology office that was responsible, among other things, for the assessment of applications for new licenses and post-approval changes of Generics drugs. In 2014 he became Manager of the General Office of Drugs, and since February 2016 he is an assessor at that same Office.

David R. Gaugh, R.Ph.
Senior Vice President for Science, Regulatory and International Affairs, Generic Pharmaceutical Association
David Gaugh has over 25 years of leadership experience in the Healthcare and Pharmaceutical business and has been an outstanding contributor to the industry over the years. He has been employed by GPhA since February 2012 as the Senior Vice President for Science, Regulatory and International Affairs, where he is responsible for the science, regulatory and professional liaison functions between member companies, agencies of the U.S. and International Governments and Legislative bodies. Prior to joining GPhA, David was Vice President and General Manager of Bedford Laboratories, a Division of Ben Venue Laboratories (a wholly owned subsidiary of Boehringer Ingelheim). David was responsible for Strategic Planning, Financial Management (P & L), Business Development, Product Development, Regulatory, Marketing and Sales for the multi-source injectable business. Prior to joining Ben Venue, David was Senior Director, Pharmacy Contracting and Marketing at VHA/Novation (now Vizient); the largest Group Purchasing Organization in the U.S. David was responsible for Strategic Planning, Financial Management (P & L), Business Development and Marketing for an extensive portfolio of both brand and generic pharmaceutical products provided through 140 drug manufacturer contracts. Prior to joining VHA/Novation, David was System Director of Pharmacy for St. Luke’s Health System, a tertiary-care hospital in Kansas City, MO. David was responsible for the development, implementation and delivery of all pharmacy services (financial, operational and clinical) in accordance with all Agencies requirements. David is a registered Pharmacist and has been engaged in several pharmacy-related activities such as the American Society of Health-system Pharmacists Education and Research Foundation Board of Director, USP Council of Convention and the American Foundation for Pharmaceutical Education Board of Directors.

Dr. Jeremy B. Desai
CEO, Apotex Inc.
Jeremy was born in London, UK and gained a Pharmacy degree in 1981 followed by a PhD in 1985. He has spent 30 years in progressively senior roles in the pharmaceutical industry. In August 2014 he was appointed as CEO Apotex based in Toronto, Canada, having joined the company in 2003 as the Global Head of R&D. He served for seven years on the Board of Directors of Cangene Corporation one of Canada’s largest biotechnology companies and holds the designation ICD.D from the Corporate Institute of Directors.
Doris Casares
Communication Director, Medicines for Europe
Doris Casares is Communications Director at Medicines for Europe (formerly EGA) since October 2014. Doris brings a wealth of experience from her position as Communications and Public Affairs Director at the Spanish Generic Medicines Association (AESEG) over the last 7 years. She was part of the leading team on EGA rebranding and currently leads Medicines for Europe’s communications strategy, notably in Social Media and eHealth workshops such as ‘Connecting the Dots, Accessing Patients’ and tweetups with e-patients and Medicines for Europe’s management team. Doris worked in the past as a journalist for several Spanish and international newspapers, including the correspondent’s office of El Pais in Washington DC and has been named as one of the top 100 influential women in the digital communications landscape in Spain. She has been a jury member for the EU Health Prize for Journalists organised by the European Commission in Brussels for the last two years and is a member of the European Association of Communication Directors in Brussels.

Elke Grooten
Director Public Affairs, Sandoz Europe
Elke Grooten works as Director Public Affairs Sandoz Europe and is EGA Board member. Previously, Elke worked as Quality Assessor at the Belgian Medicines Agency, was Director Pharmaceutical Policy at the EGA and held several positions at Sandoz Belgium as Head Market Access & Public Affairs, Head Pharmaceutical Affairs and Head Business Development. Elke is an industrial Pharmacist and holds a degree in Business Management and in International Cooperation and Development.

François-Xavier Lery
Head of Section for Pharmaceutical Care, Consumer Health Protection and Anti-Counterfeiting, EDQM
François-Xavier Lery started his career in regulatory affairs in the French Agency (ANSM) as a pharmaceutical assessor before joining the European Directorate for the Quality of Medicines & Healthcare (EDQM) as a scientific officer dealing with Certificates of suitability. His responsibilities there included applications overall processing, dossiers assessment and organisation and coordination of the EDQM inspection programme, for which he participated as an auditor in numerous Good Manufacturing Practice (GMP) inspections at Chinese and Indian active substance manufacturers. In 2005 he took up responsibilities in the coordination with Official Medicines Control Laboratories of the sampling and testing programme under the responsibility of the European Medicines Agency (EMA). In 2006 he was seconded to the EMA as a scientific administrator in charge of the coordination of GMP inspections and quality defects related to centrally authorised products. In 2008-2009 he was managing the international project to collaborate on GMP inspection activities with US FDA and Australian TGA. In 2009 he returned to EDQM managing anti-counterfeiting projects in mass serialisation (EDQM project for an anti-counterfeiting traceability service for medicines) and analytical testing before being appointed in 2012 Head of Section for Pharmaceutical Care, Consumer Health Protection and Anti-Counterfeiting.
Andreas Walter  
**Director General, EMVO**  
After his studies of Administration Sciences at the University of Constance in Germany, Andreas M. Walter joined EFPIA, the European Federation of the researched-based pharmaceutical industry, in September 1993 as Executive for Administration and Finance. From 2011 onwards, he was responsible as Project Director to ensure that EFPIA members can comply with the safety features requirements of the Falsified Medicines Directive in the most effective way, i.e. by setting up of a stakeholder-governed pan-European verification model (EMVS). After the incorporation of the European Medicines Verification Organisation (EMVO) in February 2015, he also headed the organisation ad interim in order to manage the European hub that will connect to a series of national data repositories serving as the platform to allow the verification of authenticity of medicines anywhere in the supply chain within the EU/EEA. On 1st April 2016, he was appointed as General Manager of EMVO representing now definitely the organisation.

Mike Isles  
**Executive Director, ASOP EU**  
Mike is Executive Director of the Alliance for Safe Online Pharmacy in the EU (ASOP EU) and the European Alliance for Access to Safe Medicines (EAASM). Both are pan-European patient safety organisations with the objective of eliminating falsified medicines from the supply chain. With patient safety at its heart, the EAASM is also currently championing positive change in the area of unlicensed/off-label usage of medicines which is severely compromising patient’s welfare and rights in certain medical conditions and situations. Mike is also European Medicines Partnership Director for International Health Partners a UK charity whose Queen’s Award for Enterprise for continuous Innovation in 2011, recognises the tremendous humanitarian work sourcing donated quality medicines from the pharmaceutical industry and coordinating delivery via secure supply chain solutions to disaster-struck areas in close liaison with NGOs.

Benoît Goyens  
**IPM Project Manager, World Customs Organization**  
The World Customs Organization is an intergovernmental organization exclusively focused on customs issues and who represents 180 customs administrations. Within the WCO’s anti-counterfeiting program, Benoit is responsible for the promotion of the IPM tool amongst the private sector and for the technological partnerships. IPM is gateway of information and actionable resources for customs officers. It is the only global anti-counterfeiting tool. Prior to the WCO, Benoit was working in the IT Security industry. He holds a Bachelor of Science in Management from the Georgia Institute of Technology in the U.S. and a Master in Management from Skema Business School in France.
Julian Upton
European Editor, Pharmaceutical Executive Europe
Julian Upton has worked in an editorial capacity on UBM’s Pharmaceutical Executive for more than a decade, overseeing European content, interviewing industry leaders, researching reports and representing the brand at conferences in Europe and in the US. He has almost 20 years of experience in trade publishing in the UK. Prior to joining Pharm Exec, Julian edited publications across a range of sectors, including healthcare and finance.

Ewald Kreid
Partner and Managing Director, The Boston Consulting Group
Ewald Kreid is a Partner and Managing Director at The Boston Consulting Group. Based in Vienna, he manages BCG's European generic and biosimilars team in branded and unbranded markets. Ewald joined BCG in 1998 and worked across Western Europe as well as in CEE and CIS on topics of strategy, organization, operations and marketing & sales effectiveness. Prior to moving to Vienna, Ewald led BCG’s healthcare team in Russia. Ewald is a graduate from the Vienna School of Economics as well as from the Harvard Kennedy School of Government and HEC.

Isabel Afonso
Head Global Commercial Strategy & Member of the Executive Committee (SEC), Sandoz
Isabel Afonso was appointed Head of Global Commercial Strategy on June 15, 2015. In this role she is responsible for Business Development & Licensing, Portfolio and Launch Management as well as for the global management of the Respiratory & OTC Franchises and Novartis Access. Isabel joined Sandoz in 2011 and assumed the role of Country Head Switzerland. In January 2014 she became Head BACH (Belgium, Austria and Switzerland). She began her career with Novartis in 2002 and has worked in the Consumer Health and Pharma divisions in various senior roles IT, HR, Brand and general management. Prior to joining Novartis, Isabel worked in Portugal in two top national companies. In addition, she was the Co-founder and General Manager of a private school during 5 years. A Portuguese national, Isabel has a bachelor's degree in computer science engineering from the Universidade do Minho (Portugal) and an executive master’s in General Management from INSEAD (France/Singapore).
Jean-Marie Arnaud  
*Head of Global Gx Franchise, Sanofi Generics*  
Jean-Marie Arnaud is the Head of Global Gx Franchise in Sanofi Generics. Jean-Marie joined Sanofi in Asia in 1994. Previously he was working for several years as Foreign Trade Advisor at the French Embassy in Japan, and 2 years as Head of a Nuclear Inspection team in France. Since joining Sanofi, Jean-Marie has worked in various Asian countries holding roles with increasing responsibility in Marketing, Sales, Business support and General Management including: GM roles in the Philippines and Korea, Head of Marketing in Japan and VP South East Asia from 2013 to 2014. Jean-Marie is a graduate from the French ‘Ecole Polytechnique’ and ‘Corps des Mines’.

Alex Harris  
*CEO, International Health Partners*  
Alex is a political consultant turned humanitarian, now using his advisory experience to advocate for increased private sector engagement and collaboration in improving access to medicine in frontier markets and fragile states. Prior to joining IHP, he worked as a lobbyist to the pharmaceutical industry, foreign governments and a diverse range of companies who required expert knowledge of the UK and European political systems. During his ten years at IHP, Alex has also served as Head of Corporate Partnerships and Director of Operations. IHP’s mission is to help those without access to medicine in the developing world by coordinating the safe and responsible donation of medical products from the healthcare industry across Europe.

Hugo Carradinha  
*Head of Brazil, Mylan*  
Hugo Carradinha is the Head of Brazil in Mylan being responsible for the Brazilian commercial business. He has joined Mylan Europe four years ago as VP Global Policy and Market Access. Hugo began his career in the Pharmaceutical industry at Astrazeneca where he held several roles. He then moved to “Medicines for Europe” (Previously EGA), as Senior Manager Health Economics Affairs at the European Generic Medicines Association, in Brussels, being in charged for driving and defending the EGA on the Falsified Medicines Directive. Before moving to Mylan, Hugo worked at Pfizer as global pricing and market access senior manager for the off-patent branded products and generic medicines. He holds a degree in Management and Industrial Engineering from the Instituto Superior das Ciências do Trabalho e da Empresa (Lisbon), a post-graduate diploma in Retail Management from the INDEG Business School (Lisbon) and a Global MBA at Manchester Business School (UK). Hugo is one of the authors of the “How to Increase Patient Access to Generic Medicines in European Healthcare Systems” Report by the “Medicines for Europe’ (previously EGA) and author of several published in pharmaceutical science journals Health Economic related articles.
Irina Chublukova  
**Head of Specialty Care division, Santo Member of Polpharma Group, JSC Chimpharm**  
Irina Chublukova is responsible for commercializing of value-added specialty medicines, including biosimilars, for Polpharma Group in Kazakhstan and Central Asia region. Having 12 years’ experience in pharmaceutical industry including managerial roles for Sandoz in Russia, also for Actavis and Fresenius Kabi Oncology in the countries of Central Asia and Caucasus, her major expertise dwells in that of marketing strategy, market access, business development and brand management for specialty medicines in pharm emerging markets of the CIS region. With a background in pharmacy, Irina graduated with the MSc degree in Pharmaceutical Services and Medicines Control from the University of Bradford, UK, and also has business qualifications.

Dunja Siuc Valković  
**Global Business Development Director, JGL Croatia**  
Dr. med Dunja Siuc Valković has 20 years lasting experience on different managerial positions in Pharmaceutical Industry. She holds Master of Science in Clinical Pharmacology Toxicology from Medical Faculty in Zagreb and MBA Diploma from Cotrugly Business School Zagreb. Dunja started her career in the Marketing department and after that she established Business development department in JGL running many projects including Licensing in/out, Co-development, contract manufacturing and M&A. She established Portfolio management Board in JGL, which active member she is still and beside these activities she leaded and was responsible for IP&legal and regulatory process. During Negotiating process for the Accession of the Republic Croatia in EU 2011/2012 she was active member of 2 working groups: Chapter 7- Intellectual property law and Chapter 1- Free movement of goods, both for pharmaceuticals. She lectures Intellectual property in pharmaceuticals on Faculty of Biotechnology Rijeka. From 2014 she is Global Business Development Director in JGL and her responsibility and interests are focused in establishing business cooperation and market access on emerging markets with strategic focus on long term sustainable business models.

Rafael Enrique Maciel Martinez  
**President, AMEGI**  
Surgeon, graduated from Universidad Nacional Autónoma de México (UNAM), Degree in Pharmacology. With experience in the pharmaceutical industry for more than 30 years, companies such as The Upjohn company, Boehringer Manheimm, Roche-Biotechnology and the last 14 years in the field of generics with Apotex. Throughout the period he has held positions such as; Director General, Marketing and Sales, Research and development, as well as medical and regulatory areas. President of the Mexican Association of Generics AMEGI since 2007.
Yi-Yun (April) Wang
Chair International Affairs Committee, Taiwan Generic Pharmaceutical Association (TGPA)

Yi-Yun (April) Wang is the current chair of the International Affairs Committee of TGPA. Since 2008, she has served as the manager of the legal department at Yung Shin Pharm. Ind. Co., Ltd. where she oversees the company’s legal matters, including litigation, Paragraph IV matters, contracts, legal analysis and mergers & acquisitions. Ms. Wang has received extensive training in the areas of IP and technology management. She was selected by the Taiwan Department of Industrial Technology to participate in intellectual property and technology management training programs sponsored by the George Washington University Law School, the Asia-Pacific Legal Institute and the University of California, and also in IP training focused on European IP law in cooperation with the Max Planck Institute and the European Patent Office. She has an LL.M. at the Soochow University School of Law, and also holds both a B.S. & M.S. in Nutrition and Health Science from Taipei Medical University’s College of Public Health and Nutrition.

Marc-Alexander Mahl
Executive Vice President, Fresenius Kabi

Marc-Alexander Mahl is heading since 2011 the global Business Unit Generic Drugs & Standard Solutions at Fresenius Kabi. Since he joined Fresenius in 2001 Marc had multiple global and regional management positions in Medical Devices, Marketing and the Generics & Standard Solutions business of Fresenius Kabi with the responsibility to create a globally balanced, profitable and sustainably growing generic drugs business for Fresenius Kabi. Marc’s mission outside of Fresenius Kabi is to make the European generics business again more attractive for pharmaceutical companies and local investments in manufacturing. Being a physician by training Marc completed in 2001 his specialization in transfusion medicine / blood banking. In 2008 Marc received his eMBA degree from INSEAD (Fontainebleau / Singapore).

Jean-Michel Descoutures
Chief Pharmacist, RESAH, France

Jean-Michel DESCOUTURES is a hospital pharmacist, chief of the Pharmacy Department of Argenteuil hospital, a 900 bed general hospital just outside Paris. After his pharmaceutical studies, he read Law and studied the management of companies at l’Institut d’Administration des Entreprises. He taught Economics and Law at the Faculty of Pharmacy in Rheims for 7 years. In 1988 he coordinated the writing of a book on the good use of medicines. Deeply convinced that procurement of medicines and of medical devices for hospitals is more efficient if organised at a territorial level, he immediately joined in 2007 the Réseau des acheteurs hospitaliers d’Ile-de-France [Resah], the regional procurement hub of the region of Paris. Therefore he coordinates the procurement of pharmaceuticals for over 70 hospitals including the military hospitals. In 2010 he was elected President of the Club des Acheteurs de Produits de Santé [CLAPS], an association where all the different public and private GPOs can discuss about their similar problems regarding the environment of procurement of health products. He is the representative member of the International Hospital Federation at the Leadership team of GS1 since 2013. In 2009 he was elected member of the French National Academy of Pharmacy and last year member of the management board.
Mathieu Tjoeng, Pharm D  
Director of Pharmacy St.Antonius Hospitals Utrecht & Nieuwegein, The Netherlands  
Immediate past President of the Dutch Association of Hospital Pharmacist [NVZA] in 2014-2015 and from 1998 – 2003. In this latter period Hospital Pharmacy was officially recognized as a specialization of Pharmacy. In 2015 hospital pharmacists became members of the Federation of Medical Specialists in NL. The NVZA was one of the founding scientific associations of the Federation. Mathieu Tjoeng studied Pharmacy in the University of Leiden. He became a registered hospital pharmacist in The Hague Hospitals Central Pharmacy. After 4 years staff membership in The Hague, he founded a new hospital pharmacy in Amersfoort. He supported as chairman of the medical staff in Amersfoort the unification of the two city hospitals, now known as Meander Medisch Centrum. From 2000 till now he was director of pharmacy of St.Antonius Hospital and Farma coordinator of the Santeon group of 6 top clinical hospitals, scattered over NL and good for almost 15% of the hospital market in the NL. He had several board positions during his career, a.o. in Sanquin, the Dutch Bloodtransfusion Institute, the Dutch post Academic Centre of Education PAO Farmacie, the Institute of Effective Use of Drugs, Transmural Pharmacies.  

Derek Brown  
Director, Hospital Business. Actavis UK  
Derek studied Economics at University in both the UK and USA. He joined the pharmaceutical industry in 1988 with MSD, and has worked in increasingly senior sales, marketing and supply chain management roles with a number of innovator and generic pharmaceutical companies including Eli Lilly, Medeva and Schering AG. Derek became Commercial Director of Croatian based PLIVA Pharmaceuticals in 2002 and joined Actavis in 2008. He is currently Director responsible for the hospital business for Actavis UK. He has been involved in his time at Actavis in a number of successful significant European and Global product launches. Derek is Chairman of the British Generics Manufacturing Association (BGMA) Secondary Care Group and a BGMA Board Member; posts he has held for over a decade. He is also a member of the British Biosimilar Association and the Medicines for Europe Hospital Working Group. Derek has also served on many expert advisory groups.
Jim Keon  
**President, CGPA**

Jim Keon is President of the Canadian Generic Pharmaceutical Association (CGPA), the organization representing Canada’s generic pharmaceutical industry. Under his leadership, the CGPA works closely with all levels of government to develop policies to nurture and develop Canada’s drug industry both in Canada and for export markets. To achieve this, Jim advocates for fair and balanced patent laws and the appropriate government resources for the review of generic drugs, which ensures the timely availability of generic drugs for Canadians. He also works closely with provincial governments to help them control soaring drug costs through the more efficient listing of generic medicines on provincial drug plan formularies. In addition, Jim advocates for the increased use of generic medicines as a smart way to save scarce health-care dollars to private sector drug plans, pharmacists and others involved in patient care. Jim graduated with an M.A. in Economics from Queen’s University, and has extensive experience in areas of intellectual property, trade and consumer protection. Prior to joining the Association in 1994 (he became President in 1998) he held senior positions in the federal government and was directly involved in international trade negotiations for the FTA, NAFTA and the WTO, as well as Canada’s inter-provincial trade negotiations. Jim is also past chair and a member of the International Generic and Biosimilar Medicines Association (IGBA), which is committed to promoting the interests of generic and biosimilar medicines around the world.

Arun Narayan  
**Head of Operations Business Development & Portfolio Europe, Mylan**

Senior Pharma Exec with extensive sales, business development, licensing, entrepreneurial & operations experience. Currently heading operations, business development and portfolio strategy for Mylan in Europe. Over 20 years of pharmaceutical experience across different geographies, companies and functions, including an entrepreneurial stint. MBA in International Business.

Anabela Luis De Lima Marçal  
**Head of Compliance and Inspections, EMA**

Career to date:
- Head of Compliance & Inspections, European Medicines Agency (2013-present)
- Head of Community Procedures, European Medicines Agency (2009-2013)
- Scientific Administrator, European Medicines Agency (1999-2001)
- Hospital Pharmacist, Dona Estefânia Hospital, Lisbon, Portugal (1991-1995)
- Pharmacist, Community Pharmacy, Lisbon, Portugal (1991)

Education:
- Professional certification in hospital pharmacy, Portugal (1994)
- Degree in pharmacy, Portugal (1991)
Susana Almeida, Dr.
Senior Director European Operations, Inflamax Research Inc., Canada and Co-Chair of the Bioequivalence Working Group, Medicines for Europe

Dr. Susana Almeida is Senior Director of European Operations at Inflamax Research, Canada. She holds a PhD in Clinical Pharmacology from the Faculty of Medicine, Universidad Autònoma de Barcelona (UAB), Spain and has authored several scientific papers in the bioequivalence field. Dr. Susana Almeida has worked in the clinical trials field for over 15 years. She developed most of her career in the pharmaceutical industry and oversaw the conduction of phase I to IV clinical trials carried out in Europe, North and South America and Asia. She is currently Senior Director of European Operations for Inflamax Research and she also collaborates with the Medicines for Europe (formerly known as EGA) as co-chair of the Bioequivalence Working Group since 2006.

Brett Kobie
Senior Vice-President & Director Digital, Social & Creative Strategy, FleishmanHillard

Brett Kobie leads FleishmanHillard Brussels’ in-house five-person Digital, Social & Creative Team, which works across sectors to execute creative communications grounded in deep policy expertise. His twelve-year career spans a range of private and public sector roles in New York and Brussels. Brett has a strong healthcare background, having spent three years building the digital and social communications footprint of MedTech Europe. He played a key role in the development of This Is MedTech, a platform geared toward improving the industry’s reputation. In his role at FleishmanHillard, Brett continues to work with MedTech Europe as well as other device companies such as MED-EL and Edwards Lifesciences. In addition to working with a range of blue chip clients and trade associations, Brett and his expert team of strategists, (web and motion graphic) designers and copywriters are sought after speakers in public affairs circles on digital and social topics. He also blogs regularly on LinkedIn.

Silja Chouquet
Founder, WhyDotPharma

Silja is a social media strategist and insights lead. She brings deep understanding of disease and therapy area trends through her work with online influencers and patient advocates. By recognizing early the power of social media, Silja Chouquet has spent the past 10 years researching patient needs by analyzing their conversations in online communities, Twitter and Facebook. She helps organizations embrace patient empowerment. Currently, she consults for companies via her own agency, Whydot, and is also an entrepreneur at Merakoi, a social media research start-up, which generates insights by engaging Key online influencers directly and enriching traditional research approaches with their expertise and knowledge. Silja is a former strategy consultant and has worked in leadership positions at two global pharmaceutical companies.
Sylvie Aitken  
**Partner, Aspect Consulting**
Sylvie has significant experience in international corporate and political communications, both in-house and agency. Since joining Aspect in 2008, Sylvie has brought creative strategic thinking to a host of clients seeking visibility building communications towards the EU influencers landscape. Her work includes the concept and development of issues driven campaigns, policy outreach programmes, brand creation and positioning, and the implementation of digital media tools. Sylvie applies her expertise across a number of industry sectors, with a particular focus on food and health. At Aspect, Sylvie has worked on client projects for FoodDrinkEurope, WISE, Kellogg’s, EWEA, BHP Billiton Diamonds and P&G, and was awarded the DOD’s EPA Consultant on the Year in 2011. A graduate in International Business, Sylvie previously worked in London at the International Herald Tribune, and later for Trademark Design, a branding and communications consultancy in London, where she managed international accounts such as Sony Ericsson and Sasol.

Tako Mulder  
**European Brand Director Respiratory, Teva Pharmaceuticals**
A qualified pharmacist by trade, Tako Mulder has spent the last eight years leading commercial and R&D pharma teams at DFE Pharma before starting his role in Teva in 2014. Tako currently leads a large, European team to deliver commercial success across the whole of the respiratory franchise, with a focus on business development, inhaler innovation and go-to-market strategy. At the heart of his success is dedication to being innovative, a belief in being brave and not being afraid to do things differently.

Paul Tunnah, Dr.  
**CEO, pharmaphorum**
Dr Paul Tunnah founded pharmaphorum in 2009, which has rapidly evolved and developed its services to drive better communication, connection and collaboration between the pharmaceutical industry and other healthcare stakeholders. He is a recognised author, speaker and moderator with a passion for helping organisations tell authentic stories that resonate, co-create solutions and unlock the power of digital and social media in connecting with customers and understanding markets. Prior to this, Dr Tunnah attained a BA in Biochemistry and DPhil in Biological Sciences, where he conducted research into novel anticancer agents, from Oxford University, before working in commercial consulting for Datamonitor, IMS Health and SmartAnalyst.

Adrian van den Hoven  
**Director General, Medicines for Europe**
Adrian van den Hoven was appointed Director General of the Medicines for Europe (formerly European Generic and Biosimilar Medicines Association - EGA) on 1 September 2013. Before this he was Deputy Director General of BUSINESSEUROPE with responsibility for the International Relations and Industry departments. He worked as an International Relations researcher and adjunct professor in Italy (EUI), France (Nice) and Canada (Windsor) prior to joining BUSINESSEUROPE in 2003. He received his doctorate in Political Science from the University of Nice, France in 2000.