

PROGRAMME DAY ONE – Thursday 2 March 2017

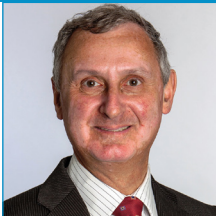
- 10.30** Registration & Networking Room Open
12.30 Networking Lunch
13.20 **Chair's Introduction**
Deborah Wilkes, Founder and Editor & Publisher, OTCToolbox

13.30 KEYNOTE PRESENTATION – Future Trends in Consumer Healthcare/OTC **Thorsten Umland**, Senior Vice President, Head of R&D Personal Care, Bayer Consumer Health



Thorsten Umland is Senior Vice President, Head of R&D Personal Care at Bayer's Consumer Health division. He is responsible for innovation and development for Personal Care at Bayer, which includes the Sun care, Skincare and Footcare businesses. Prior to that, he was Head of Business Development and Licensing for the Consumer Health division. In this function, he drove Bayer's recent acquisitions of Merck Consumer Care, Dihon Pharmaceutical and Steigerwald.

14.15 The Main Drivers of Growth **Andy Tisman**, Global Senior Principal, Consumer Health, QuintilesIMS



Andy Tisman is Global Senior Principal, Consumer Health at QuintilesIMS. Prior to joining IMS in 2005, Andy spent seven years as Managing Consultant for a healthcare focused strategic marketing consultancy, and also spent more than 15 years at SmithKline Beecham. His areas of expertise include strategy development at the global, regional and local level; commercial effectiveness; market entry/brand launch; prescription-to-OTC switch; and pharmerging markets.

15.00 Coffee Break

15.30 Driving Growth: Innovation **Manfred Scheske**, Chief Executive Officer, Infirst Healthcare **Alison Slingsby**, International Marketing Manager, Women's Health, HRA Pharma



Manfred Scheske is Chief Executive Officer and a board member of Infirst Healthcare, an innovation-centric start-up company with offices in the UK and the USA. Prior to co-founding Infirst, Manfred spent 25 years at GlaxoSmithKline where he held a number of posts including President of the European Consumer Healthcare business and President of the North American Consumer Healthcare business.



Alison Slingsby is the International Marketing Manager, Women's Health at HRA Pharma. She joined the French company in 2009 working in the UK office, initially launching ellaOne as a prescription-only medicine and then leading the team responsible for the implementation of non-prescription status in 2015. The activities resulted in ellaOne receiving several awards for the launch. Alison is now working in an international position supporting the further development of the brand.

16.15 TECHNOLOGY PERSPECTIVE – Driving Growth: Digital Healthcare **Ryan Olohan**, National Industry Director, Healthcare, Google Inc



As the National Industry Director for Healthcare at Google, Ryan Olohan leads the teams responsible for developing and managing Google's relationships with pharmaceutical and consumer health companies. Ryan and his teams partner with the largest companies in the world to leverage Google's search, display, mobile, online video, and other platforms. His relentless push is why he was selected by MM&M as a Top 40 Healthcare Transformer of 2016.

- 17.00** Session Ends
18.00 Networking Drinks Reception
19.30 Networking Dinner

PROGRAMME DAY TWO – Friday 3 March 2017

09.00 Chair's Introduction

Tim Brady, Business Development & International Sales Director, Thornton & Ross

09.05 Driving Growth: Regulatory Strategies

Guido Middeler, Head of Medical Devices Services & Partner, Diapharm

Janet Worrell, Regulatory Affairs Specialist, consult2deliver

Helen Darracott, OTC Regulatory Consultant



Guido Middeler is Head of Medical Devices Services & Partner at Diapharm. A molecular biologist, he has been with the German company since 2002. Guido is a member of the European Commission's Borderline and Classification Medical Devices Expert Group, and sits on the Committee for Substance-Based Medical Devices at the German medicines manufacturers association, the BAH. He is also a member of the Steering Committee of the Technical Commission for Medical Technology at the German medical devices association Spectaris.



Janet Worrell is an independent regulatory affairs specialist at consult2deliver. She began crafting her regulatory skills at Thomas Kerfoot and Medeva, before moving to 3M as the global regulatory lead for Qvar. Her first role in OTC medicines was at Boots the Chemists. She transferred to senior roles within Boots Healthcare International, supporting Strepsils. More recently, she worked for Boots Pharmaceuticals as Head of Innovative Regulatory Affairs, assessing consumer healthcare solutions ranging from food supplements through to reclassification strategies.



Helen Darracott is an independent consumer healthcare and pharmacy consultant. Prior to launching her consultancy practice, Helen was Deputy Chief Executive and Director of Legal and Regulatory Affairs at the Proprietary Association of Great Britain (PAGB). Helen's areas of expertise include ingredient defence, reclassification strategies, regulatory intelligence and policy, stakeholder engagement and external relations. Helen has a particular interest in promoting proportionate and consumer-centric regulation of consumer health and wellbeing products.

10.00 Driving Growth: Working with Retailers

Joachim Neukam: Senior Partner, Steinbeis VMI; Managing Director, Cinogy; Former Vice President Sales & Customer Strategy Europe, Middle East & Africa, GlaxoSmithKline Consumer Healthcare



Joachim Neukam is a Senior Partner at Steinbeis VMI and Managing Director of Cinogy. He has 29 years of experience in sales and customer management in the global FMCG industry. He began his career at Unilever Germany, joined GlaxoSmithKline in Germany, and then moved to the UK to create the European sales function. His last role at GlaxoSmithKline Consumer Healthcare was Vice President Sales & Customer Strategy Europe, Middle East & Africa. He led the international key account management for the mass market business, the global salesforce excellence structure for the expert channels, the pharmacy teams including the collaboration with the pharmaceutical division and the route to market development for the Middle East and Africa.

10.45 Coffee Break

11.15 KEYNOTE PRESENTATION – Driving Growth: Innovation and Business Development

Kathleen Nitti, Global Head of Licensing, Partnerships and Switch, GlaxoSmithKline Consumer Healthcare
Paul Castle, Director, Search and Evaluation, R&D Innovation, GlaxoSmithKline Consumer Healthcare



Kathleen Nitti is the Global Head of Licensing, Partnerships and Switch for GlaxoSmithKline Consumer Healthcare. She joined the GSK team as part of the GSK/Novartis Consumer Joint Venture in 2015. Prior to joining GSK, Kathleen spent three years at Novartis Consumer Health and 10 Years at General Electric Company. She has a broad range of transactional experience spanning the Americas, Europe and Asia in multiple industries including Healthcare, Consumer Goods, Energy and Aviation.



Paul Castle is Director, Search and Evaluation, R&D Innovation, GlaxoSmithKline Consumer Healthcare.

12.00 KEYNOTE PRESENTATION – Driving Growth: Business Development

Richard Learwood, Global Director Brand Strategy & Innovation, PGT Healthcare



Richard Learwood is Global Director Brand Strategy & Innovation at PGT Healthcare, a joint venture between Teva Pharmaceuticals and Procter & Gamble with sales of US\$1.5 billion and a three-year CAGR of +9%. He joined P&G in 1991 from the University of London where he studied Economics and was President of the Students' Union. He joined PGT Healthcare in November 2011, where he was P&G's commercial leader within the joint venture design team. During his career Richard has held global, regional and local roles.

12.45 Developing an OTC Business Using BD&L Resources – A Case Study

Dan Thomas, Chief Corporate Development Officer, Alliance Pharmaceuticals



Dan Thomas is Chief Corporate Development Officer at Alliance Pharmaceuticals. Founded in 1998, Alliance is an international speciality pharmaceutical company based in the UK, which has sales in more than 100 countries worldwide via direct sales, joint ventures and a network of distributors. The company has a strong track record of acquiring the rights to established niche products and it currently owns or licenses the rights to approximately 90 pharmaceutical and consumer healthcare products. The company continues to explore opportunities to expand its product portfolio. Since joining Alliance in 2006, Dan has led the company's M&A and licensing activity, completing over 15 acquisition transactions and several other deals. In 2011, Dan won the PLG/AstraZeneca BD Executive of the Year Award.

13.30 Close & Networking Lunch