

# THE CONSUMER HEALTHCARE STRATEGY FORUM: GLOBAL AND LOCAL CHALLENGES

## ATHENS GREECE

18 September 2018

Registration fee: €350

Radisson Blu Park Hotel





8.30 **Registration & Welcome**  
*Stavroula Chasapoglidou, General Manager, Institute for Self-Medication Ltd, Nicholas Hall Network Partner*

9.00 **Global Challenges and Opportunities in the Consumer Healthcare Market**  
*Nicholas Hall, Chairman & CEO, Nicholas Hall Group of Companies*

10.00 **Self-care in Greece: Starting to Realise the Vision**

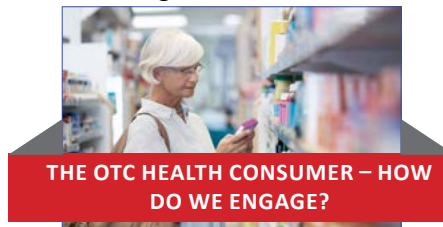
Greece is still going through a thorny process of change following its major economic difficulties, with the financial crisis having a negative impact on the healthcare system and its stakeholders. The measures taken by the government as a result of the fiscal crisis had a major impact on pharma, with self-care emerging as a unique conjecture. In this presentation George reviews how responsible self-care contributes positively to the efficient operation of available resources and reduces the pharmaceutical expenditure.  
*George Dokios, Director General, EFEX*

10.30 **GSK Embraces Change in the Consumer Healthcare Landscape**

In Europe and even more so in Greece, we have experienced substantial changes across the Consumer Healthcare landscape, and in this presentation Kostas explores how GSK is tackling these challenges and opportunities, explaining the integrated GSK approach to new trends, challenges and opportunities including organisational, marketing and retail management strategies.  
*Kostas Limnidis, Country Manager Greece & Med. Islands, GSK CH*

11.00 **Coffee**

11.30 **OTC Branding – Do we Create “Love Brands”?**



Branding in OTC : Is there something special around OTC brands? Grigoris asks the questions that matter in this session, including: What kind of consumer insights should we take into considerations when we create and build an OTC brand? How do we differentiate our approach to the consumer healthcare world in Marketing? Do we need “love brands” in the OTC market and how can we create them?  
*Grigoris Karelos, Marketing Manager OTC South Europe, J&J*

12.00 **The Art of Building Brands that Inspire Consumers in their Quest for Lifelong Well-being**

There is major change happening in our society. Everyone wants to live forever... or at least live healthier for longer. A major Wellness Movement is growing around the world and Maria explains how brands and businesses need to quickly adapt and transform to thrive in the new healthcare economy.  
*Maria Tzelepi – General Manager, Asset Ogilvy Public Relations / Ogilvy Health & Wellness Country Leader*

12.30 **How can we Effectively Integrate Science in Consumer Healthcare Development?**

The importance of supplements in the prevention and supportive treatment of chronic diseases is constantly growing. While supplements were originally designed to remedy certain nutrient deficiencies, the evidence of scientific data allows for some supplements to be used in a similar way to pharmaceuticals. Cem explores how, despite regulation preventing health claims for supplements, marketers can integrate underlying scientific information into their strategies via the internet and social media.  
*Dr. Cem Aydogan, Founder and CEO Phytonet*

13.00 **Lunch**

# 18 September 2018



**PHARMACY RETAIL, E-PHARMACY  
& HEALTHCARE PROFESSIONALS**

## 14.30 **Digital Transformation in Consumer Healthcare**

What do companies need in order to embrace digital transformation? What is the new organisational structure, people competencies, business strategy, resources and processes to support digital era? Panayiotis shares his vision, methodology and interesting case studies to effectively approach healthcare consumers and answer these burning questions.

*Panayiotis Kazanis, Managing Director & Design thinker  
BaasDigital*

## 15.00 **Online Pharmacies in Greece: OTCs Coming Soon!**

The Greek market is one of the most advanced when it comes to eCommerce for Pharmacies, although OTCs are not yet sold online. Approximately 275 online pharmacies received €112M in online orders from Greek online consumers in 2017 and it seems that there's a non-stop increase in demand for 2018. This presentation provides a detailed view of the Greek online pharmacy sector, scrutinising commercial strategies for eRetailers & brands, marketing impact, technology issues and the optimum organisational structure for leveraging the opportunities within this channel.

*Panayotis Gezerlis, CEO, Convert Group*

## 15.30 **Coffee**

## 15.45 **Managing a diverse portfolio of OTC, Cosmetics and FMCG products in Pharma: Learnings and Challenges**

Sava presents the main opportunities and challenges in managing a non-Rx portfolio within a Pharma landscape. What's in it for key stakeholders (producers, distributors and pharmacies)? How can we leverage portfolio scale to maximise the commercial opportunity in a changing environment, switching from patient to consumer in Pharma? Sava answers these questions and more.

*Sava Crnogorac, Operations Manager, Nelt Co*

## 16.15 **Medical Marketing: Nice to Have or Absolutely Necessary?**

How can pharmaceutical marketing be a key success factor for OTC businesses? Is it suitable for all kind of products? What are the key criteria and resources needed to be successful? Sofia will give unique insights into professional marketing for OTC products using a range of business case studies.

*Sofia Nasiou, President, EEFAM*

## 16.45 **Leading In The Present From The Future**

The world is experiencing unprecedented change. It is seeking to identify and nurture leaders who can drive transformational change – today and into the future. This entails a different breed of leaders. Lena will share what it takes to successfully lead today with the unfolding of the future.

*Lena Triantogiannis, Partner and Practice Group Leader,  
Egon Zehnder*

## 17.15 **Summary of Opportunities and Strategies**

*Nicholas Hall, Chairman & CEO,  
Nicholas Hall Group of Companies*

## 17.30 **Meeting Close**

*N.B: The agenda may be subject to change*

# Speaker Biographies



Nicholas Hall  
Chairman & CEO



Nicholas is the founder and CEO of the Nicholas Hall Group of Companies, an elite consulting, business intelligence and executive recruitment company primarily serving the OTC healthcare industry since 1978. After a career in marketing and general management with Procter & Gamble, Vicks and GD Searle, Nicholas has managed the company's consultancy practice, which has among its clients many blue chip OTC companies, as well as some of the leading local laboratories in Asia, Middle East and Latin America. He has more than three decades of experience in the healthcare industry and has chaired and moderated over 300 OTC conferences and seminars in 58 countries.



Dr Cem Aydogan  
CEO  
PhytoNet AG



Cem Aydogan MD, PhD, CEO PhytoNet AG, Switzerland, possesses equal experience in the scientific-medicinal category as the pharmaceutical arena. After studying Medicine and Biochemistry, Dr. Aydogan practiced as a medical doctor in the department of Endocrinology at the Faculty of Medicine in Cologne. Dr. Aydogan has a wealth of experience in the Industry and has held Marketing, Sales & Business Development positions in international pharmaceutical companies. Most recently, before establishing Phytonet AG in Switzerland he was the General Manager of Frutarom Health and was responsible for the global scientific development of new extracts as well as their distribution.



Stavroula Chasapoglidou  
General Manager Institute for  
Self Medication Ltd  
Nicholas Hall Network  
Partner



Roula Chasapoglidou is Nicholas Hall's local Network Partner and the founder of ismed consulting and communication company. She has more than 25 years' experience in Consumer Healthcare businesses for major Multinationals as well as local companies. During her career, she has acquired broad experience across marketing, sales and business development. She has now founded ismed, a consulting and communication company focused on the Consumer healthcare market.

Sava has spent more than 15 years in the FMCG and Pharma industries within P&G, Reckitt Benckiser and regional Pharma companies, managing various Balkan countries and portfolios. Currently, within Nelt Company, he is responsible for developing the Pharma Business in one of the biggest regional distribution companies. Sava is passionate about developing new concepts in brand launches, route to market, optimal coverage and sales productivity.



Sava Crnogorac  
Operations Manager  
NELT

George Dokios has been the Director General of the Greek Association of Self-Medication Industry (EFEX) for the past 15 years. His academic background is in Business Administration, and he started his career as a sales representative in Bristol-Myers Squibb, eventually becoming the General Manager of Pharmaceuticals in the same company. In 1995 he became the General Manager in Portugal where he served for six years, before acquiring the same position in Greece. He retired in 2003. His vast experience has allowed him to participate in many specially designed educational HRD programmes. Since 2004 he has selflessly devoted his free time to the development of Self-Care in Greece.



George Dokios  
Director General  
EFEX

Panayotis is the CEO of Convert Group, an eBusiness Consulting & eMarket Research firm based in Athens. With his team he has consulted on the digital strategy of firms such as L'Oreal, RB, APIVITA, Nestle, GSK, Ales Groupe, Pierre Fabre, Beiersdorf, INGLOT, Oriflame, Henkel, J&J, Omega Pharma and others in the online pharmacy & online grocery channels. Before founding Convert Group, he headed ELTRUN's e-consulting business unit for 3 years and also co-founded buldoza.gr, one of Greece's topetailers in fashion, personal care & homeware. He has also served as Upstream's Head of Business Planning, leading the firm's expansion in 40 countries and directing sales offices in Rome, Beijing, Singapore, Athens, Bucharest, Toronto, City of Mexico and Rio de Janeiro. Other senior positions held include Chief Commercial Officer for VoiceWeb, a leading company in Speech Recognition & mobile marketing, and acting-CEO in Printing & Publishing firms. He is the co-author of strategy books and he served as the Director General of GRECA, the Greek eCommerce Association, during 2014-2015.



Panayotis Gezerlis  
CEO  
Convert Group



High caliber professional with proven track record in OTC marketing management, including consumer, shopper and healthcare professional activation.

With experience across different countries & geographies including Greece, Balkans, Israel, Spain, Italy, Portugal. Currently Grigoris is the Marketing Manager, Head of OTC division of Johnson & Johnson South Europe – A business that covers 18 countries and 200 million people.

Grigoris Karellos  
Marketing Manager OTC  
South Europe  
Johnson & Johnson



Panayiotis is a Design Thinker, with the vision to transform companies into Social Businesses. In a very short time, Panagiotis together with his team at BaaS, has managed to establish a company with a high expertise in Digital Marketing & Performance Advertising and perform global campaigns for well known established brands. In the past, Panayiotis has worked for L’Oreal and Microsoft.

Panayiotis Kazanis  
Managing Director  
& Design thinker  
BassDigital



Kostas Limnidis has been Managing Director of the newly formed GlaxoSmithKline Consumer Healthcare (GSK CH) Greece since 2011. Prior to GSK, he began his career with Colgate Palmolive and then moved to The Coca-Cola Company. He then worked for about 5 years in 2 Greek companies in the FMCG and high tech (digital) sectors with Eureka Hellas and Info-Quest S.A. respectively.

Kostas is also Board member of the Hellenic Advertisers Association (SDE), Vice President of the OTC trade association (EFEX) and a member of the Advertising Review Board (SEE).

Kostas Limnidis  
Country Manager Greece &  
Med. Islands  
GSK

Sofia has extensive experience in the Life Sciences and FMCG industries, with over 20 years as a Commercial Operations, Communications and External Affairs executive, aiming to deliver value and improve peoples’ lives, health and wellness.

With a deep understanding of the healthcare environment, specialising in Sales, Marketing and Business Development, Sofia has an international background, having worked for GlaxoSmithKline Consumer Healthcare, AstraZeneca, Medochemie in addition to working as a Public Policy maker. As the President of the Board at the Hellenic Pharmaceutical Management Association, a non-profit scientific association leading the evolution and empowerment of pharma executives and advancing healthcare, Sofia is dedicated to setting the standard for professional development and impactful networking.



Sofia Nasiou  
President  
EEFAM

Lena leads Egon Zehnder’s global Accelerated Integration Practice and co-led the development of the firm’s proprietary approach to accelerated integration and senior leadership development. Based in Athens, she advises boards and CEOs on a wide array of people decisions including board assembly and effectiveness, CEO appointments, and assessment & development of leaders and teams. Combining business experience, talent-advisory expertise and coaching skills, Lena also guides leaders to greater performance. Lena works with listed, private equity-backed, and family-owned businesses in the consumer, financial services, industrial and health sectors and is active in Egon Zehnder’s CEO, Board Consulting, and Executive Assessment and Development practices. She previously co-led the firm’s Global Innovation Practice. She is acknowledged as one of the top global practitioners with expertise in assisting newly appointed senior leaders accelerate their integration. She is passionate about seeing leaders develop, making the identity shifts typically required for significant leadership transitions. Prior to joining Egon Zehnder, Lena worked for The Coca-Cola Company and Procter & Gamble. She is a Trustee at The American College of Greece.



Lena works with listed, private equity-backed, and family-owned businesses in the consumer, financial services, industrial and health sectors and is active in Egon Zehnder’s CEO, Board Consulting, and Executive Assessment and Development practices. She previously co-led the firm’s Global Innovation Practice. She is acknowledged as one of the top global practitioners with expertise in assisting newly appointed senior leaders accelerate their integration. She is passionate about seeing leaders develop, making the identity shifts typically required for significant leadership transitions. Prior to joining Egon Zehnder, Lena worked for The Coca-Cola Company and Procter & Gamble. She is a Trustee at The American College of Greece.



Lena Triantogiannis  
Partner and Practice Group  
Leader, Egon Zhender

Maria is the General Manager of Asset Ogilvy

Public Relations, the leading PR agency in Greece, having a 15-year experience in Communications and Public Relations. Two years ago, she was appointed as Country Leader for Ogilvy Health & Wellness, due to her long experience in working for Health & Wellness brands from different fields, such as Food and Food supplements, Beauty, Sport and Homeware.

Maria believes that Wellness is not a trend but a philosophy of life. Outside of work, she is a keen runner. She is married and mother of two boys, 9 and 10 years old.



Maria Tzelepi  
General Manager, Asset  
Ogilvy & Public Relations /  
Ogilvy Health & Wellness  
Country Leader

This conference is designed for senior members of staff and heads of departments from the consumer healthcare industry

*Unsure if this event is for you & your team?*

Please get in touch with Lianne if you have any questions.  
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T: +44(0)1702 220 200  
W: [NicholasHall.com/events](http://NicholasHall.com/events)



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Join Nicholas Hall and Roula Chasapoglidou our local Healthcare Business Expert at an invaluable one-day conference in Athens on 18 September. This important meeting will explore winning strategies for your business, feature stimulating presentations, and provide essential networking opportunities.



## The Consumer Healthcare Strategy Forum

Athens, Greece • 18 September 2018

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If you have any questions about this conference, please contact Lianne Hill:

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