Consumer Healthcare Innovations and Technologies: Keeping Consumers in the Spotlight
Leonardo Royal Hotel London City • 14 November 2019

For more information please contact:
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Nicholas Hall’s OTC.NewDirections Executive Conference

Consumer Healthcare Innovations and Technologies: Keeping Consumers in the Spotlight

The second Executive Conference held under our OTC.NewDirections banner will take place in London on 14 November – and with expanding areas of innovation and rapid regulatory change, this is the ideal opportunity to join us to refresh knowledge and investigate new opportunities and directions in consumer healthcare.

The past year has seen major advances in CBD and Medical Cannabis, important Switches in a number of markets, and sophisticated Medical Devices which are extending CHC’s reach. But we also need to create brands with staying power, to find the best innovations to take our brands into the most promising new areas – all the while, trying to break through the noise of social media and exploring new ways to get even closer to our consumers.

Our comprehensive and challenging programme under the title Consumer Healthcare Innovations and Technologies: Keeping Consumers in the Spotlight features eminent speakers who will review and debate these key topics and navigate the path to identifying, creating and sustaining innovation within our industry.

Nicholas Hall and the OTC.NewDirections team hope you will join us in London on 14 November to address these issues. We look forward to seeing you there.

Venue:
Leonardo Royal London City
8-14 Cooper’s Row, London EC3N 2BQ
Phone: 020 7863 3700
londoncityenquiries@leonardohotels.co.uk

We look forward to welcoming you in London!

A luxurious business hotel conveniently located in central London, ideal for domestic and international travel. Situated in close proximity to the River Thames, guests can enjoy views over the Tower of London and the iconic Tower Bridge. Reflecting its historic City location, the hotel site incorporates the last remaining section of London’s Roman Wall – which stands undamaged from when it was originally patrolled by Roman sentries. A perfect historic location to look ahead to what lies next for Consumer Healthcare!

Previous Attendees Include

Nicholas Hall
Chairman & Creative Solutions Director
Nicholas Hall Group of Companies

Angelini
Arqus Advisory
BeMyEye
J&J
Perrigo
Reckitt Benckiser
Sanofi
Thermo Fisher Scientific

PREVIOUS ATTENDEES INCLUDE

Welcome

Location
8:30 Registration and Welcome Coffee

9:00 Welcome

9:05 Opening Address
Nicholas Hall, Executive Chairman & Creative Solutions Director
Nicholas Hall Group of Companies

9:50 Embracing Tech, Empowering Women: Using Disruptive Digital Health Innovation to Put Consumers First
Recent innovation trends in digital health have caused disruptive changes to the way we manage our health. In this presentation, Bola and Giulia will explain how Clearblue develops innovative products which provide women with clear and accurate information that helps them make life-changing decisions about their reproductive health, and continues to launch world firsts, most recently the multi-award winning Clearblue Connected Ovulation Test System. They will explore the scientific and commercial initiatives behind the Connected Ovulation System and explain how this innovation is disrupting the industry and ultimately helping consumers to achieve their desired fertility intentions.
Bola Grace, R&D Programme Lead, SPD Swiss Precision Diagnostics
Giulia Zanzi, Head of Fertility, SPD Swiss Precision Diagnostics

10:30 The Hare and the Tortoise
James will compare and contrast the speed at which innovative products come to the market, as well as exploring their diversity and different therapy areas, identifying them as the “Hares” – fast, nimble and innovative. He will then examine the slow, laborious regulatory landscape, which is now running behind, changes the landscape and can also hinder and reroute innovation. Ultimately what is left is a regulatory weigh-scale of time to implement, changes to standards, and changes to product legal definitions.
James Hall, Director, JensonR+

11:10 Coffee

11:40 Getting Closer to the Consumer Than Ever
This exciting and insightful presentation will be focusing on the opportunities of precision targeting, individual consumer dialogue and personalised offerings. Presented by J&J’s Vice President Global Franchise OTC & EMEA Region, this is certainly a session not to be missed.
Birgit Schuhbauer, Vice President Global Franchise OTC and EMEA Region, Johnson & Johnson

12:20 Growing Brands Through Innovation
The consumer health industry finds itself in the middle of revolutionary change. On the one hand, macro trends indicate a growing consumer preference for health promotion, prevention and personalised self-care. The public health sector is increasingly looking to OTCs to help alleviate the financial burden of increasing healthcare costs – saving billions annually. On the other hand, traditional healthcare companies are facing even more competition as barriers to market entry are lowering, giving rise to numerous start-up companies who are disrupting the industry by introducing new products and brands with attractive claims.
Multinational companies need to balance protecting their heritage brands while engaging in this new and evolving environment. Thorsten will discuss consumer health industry trends and innovations and provide insights and examples that have opened up opportunities for expansion and growth for both new and established brands.
Thorsten Umland PhD, Head of R&D Dermatology, Head of Business Protection & Compliance, Bayer Consumer Health, Research & Development

1:20 Lunch

2:20 Medical Cannabis in Europe 2019
From his experiences in the rapidly developing medical cannabis landscape, Daragh will share his knowledge on topics such as market entry and expansion strategy, regulatory relationships, licensing applications, and cross-board commerce.
Daragh Anglim, Managing Director, Prohibition Partners

3:00 Brand Purpose as Strategic Imperative for Brand Relevance
We are currently going through a period of “content shock”. There’s an unprecedented amount of content being produced every minute, giving brands an opportunity to provide guidance through the noise created every day. By placing authenticity at the heart of everything we do, by having a sense of purpose that consumers can relate to, by delivering the brand promise in a meaningful way, brands will become bigger, more successful, and will last over time. In this presentation, Adriana will demonstrate how brands can successfully transition from being product-focused to becoming a brand inspired by true purpose, delivering continuous growth.
Adriana will explain what Brand Purpose is and why it is important, purposeful brand positioning; and moving from product focus to a story that travels.
Adriana Stosio-Koellb, Managing Director Consumer Health, Mundipharma

3:40 Coffee

4:00 The Marriage of Digital Content and Media in Driving Innovation for Healthcare
In advertising, the name of the game is no longer just about branding, manufactured product shots, celebrity endorsers, or marketing RTBs. People will only care if they find a brand worth trusting. In today’s digitally-driven era, the new currency is TRUST. Consumers today would not care if 74% of the brands they use will vanish. Over 60% of consumers today also say that branded content produced by companies today is poor, irrelevant, lacking purpose. How can a healthcare brand innovate and serve a purpose? Combining thumbstopping content and delivering them using efficient and effective digital media for maximum reach and engagement, any healthcare brand can make a difference in today’s noisy, cluttered, and fragmented media landscape. By harnessing the power of meaningful digital content and media, a brand’s message won’t only be able to sell, but transform the world.
Shayne Garcia-Madamba, Chief Digital Officer, Havas

4:40 Case Study Presentation
Pharmacy Level Brand Recommendation Tracking Case Study
In this joint presentation Stefan and Cristal will discuss how RB is leveraging BeMyEye’s 2+ million crowdsourced data gatherers to track it’s pharmacy brand recommendation rates across 15 European countries, analysing the differences in % by areas, clients and messages retained by RB’s detailing.
Stefan Kulik, Chief Commercial Officer, BeMyEye
Cristal Magno, Global Shopper Marketing Director, RB

5:20 Summary and Close
Nina Stimson, VP, Nicholas Hall Group of Companies
NICHOLAS HALL  
Executive Chairman & Creative Solutions Director  
Nicholas Hall Group of Companies

Nicholas Hall is the founder of Nicholas Hall Group of Companies, an elite consulting, business intelligence and executive recruitment company primarily serving the consumer 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 four decades of experience in the healthcare industry and has chaired and moderated over 300 OTC conferences and seminars in 58 countries.

JAMES HALL  
Director, Jenson R+

James has over 25 years’ experience within the regulatory sector. He has worked for the majority of this time on OTC products. An expert in the “Borderlines” area, he has advised companies on the routes to market for their products which best suit the organisations’ structure and needs. These companies encompass big pharma through to small entrepreneurial start-ups with innovative offerings. James is also a fellow of TOPRA.

STEFAN KULIK  
Chief Commercial Officer, BeMyEye

As Chief Commercial Officer of BeMyEye, Europe’s leading provider of crowdsourced retail execution monitoring and optimisation, Stefan brings significant experience in Pharma & CPG, with 20 years’ history working in PepsiCo and latterly leading J&J’s Pharmacy organisation across EMEA, where he created a complete redevelopment of Field Force tools, competencies and targets. Now at the leading edge of emerging Pharma insight, Stefan leads BeMyEye’s commercial organisation across 21+ countries, delivering >70,000 missions in Pharma in the last year, allowing clients to quantify levels execution, at store level, for the first time ever. In his spare time, Stefan is an avid scuba diver, runner and a dad to 2 little girls.

BIRGIT SCHUHBAUER  
Vice President Global Franchise OTC and EMEA Region, Johnson & Johnson

Birgit has been with Johnson & Johnson Consumer for 13 years, and previously worked for Pfizer. She has also been President of the Association of the European Self-Medication industry (AESSP) since 2016.

THORSTEN UMLAND  
SVP & Head R&D Personal Care, Bayer Consumer Health

Thorsten Umland is responsible for Research & Development for Dermatology and for Business Protection & Compliance across categories at Bayer Consumer Health. Prior to that, he was Head of Business Development & Licensing for Consumer Health. In this role, he drove Bayer’s acquisitions of Merck Consumer Health, Dilon Pharmaceuticals and Steigerwald. Thorsten is a molecular biologist by training and worked in various roles in Pharma R&D, Corporate Strategy and Business Development & Licensing in BASF, Schering AG and Bayer in Germany, California, New Jersey and Switzerland.

DR BOLA GRACE  
R&D Programme Lead, SPD Swiss Precision Diagnostics

Bola is R&D Programme Lead at Swiss Precision Diagnostics and an Honorary Research & Teaching Fellow at University College London. She has over a decade of leadership experience in the Biotechnology & Medical Device Industry. She provides strategic and technical leadership to cross functional / multinational teams for innovative product delivery from concept / feasibility to post-market surveillance. She has delivered several innovative products to the consumer market place. Bola also has many peer-reviewed publications and presents her work at national and international conferences. She holds an MSc in Biotechnology & Molecular Biology and a PhD in Population Health & Epidemiology. She is also pursuing an Executive MBA at the University of Cambridge. Her research interests lie in Digital Health, Translational Research and Global Health.

GIULIA ZANZI  
Head of Marketing – Fertility, SPD Swiss Precision Diagnostics

Giulia is the Head of Marketing Fertility in Swiss Precision Diagnostics, a Procter & Gamble + Abbott JV. She is passionate about combining technology with science to empower women through their fertility journey and she is working to help couples get pregnant faster through meaningful innovation like the Clearblue Connected Ovulation Test System, the first and only system to detect 2 key fertility hormones and sync with a phone. Giulia is also committed to reach more women with superior technology in more parts of the world; in her previous role, she guided Clearblue brand expansion in China, Russia, Brazil and Mexico. Former member of the European Youth Parliament, Giulia is currently serving in the Advisory Council of the World Economic Forum Global Shapers Community, holds a Bachelors in Business Administration and a MSc with honors at Bocconi University in Milan, in addition to a Master in Corporate Management at Fudan University, Shanghai. Truly a believer that innovation is the only key to transform big data in life improvements, she recently studied the potential implications of artificial intelligence on business at Massachusetts Institute of Technology Sloan.

ADRIANA STOSIO-KOELBL  
Managing Director Consumer Health, Mundipharma

Adriana is a marketing professional passionate about building brands. She has almost 20 years of experience in advertising, digital marketing and product innovations across hair care, oral care and over the counter (OTC) brands. She led strategy and execution for brands such as Head & Shoulders, Pantene, Elnett-a-Med, Dentix, Nicorette and Sudafed while holding local, regional and global positions in blue chip companies such as Procter & Gamble (Poland), Schwarzkopf & Henkel (Germany) and Johnson & Johnson (UK). Adriana developed several multi-channel campaigns. One of each won a Marketing Excellence Award from The Chartered Institute of Marketing (CIM) in the UK. As Managing Director UK at Mundipharma Consumer Health Europe, Adriana is leading end-to-end delivery and communication of new healthcare products for UK consumers.

BIRGIT STUEBEL  
Managing Director, Prohibition Partners

Birgit is a fellow of TOPRA.

SHAYNE GARCIA-MADAMBA  
Chief Digital Officer, Havas

Shayne has over 18 years in the media and advertising industry and is experienced in both traditional and digital channels, from planning, buying, content and strategy, spanning across business development and digital transformation consultancy. She has worked on diverse industries locally and globally throughout her career. Her expertise includes consumer insight, integrated communications planning, programmatic media, strategic optimisation and digital campaign pivots for ROI, developing client benchmarks, and performance marketing. True to her media craft, Shayne is also a multi-awarded digital practitioner – two of which include Campaign Asia Digital Agency of the Year Award 2017 and ‘40 under 40’ individuals in APAC also by Campaign Asia in 2016.

JENSEN+  
Chief Commercial Officer, BeMyEye

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DARAGH ANGLIM  
Managing Director, Prohibition Partners

Daragh is an experienced business strategist and marketing consultant. Over the last 20 years he’s worked with both small startups, large government bodies and with some of the world’s biggest brands. As an expert in brand building, consumer insights and marketing communications, Daragh leads the Prohibition Partners team in influencing and evolving the global conversation on cannabis and helping clients unlock the business opportunities in the industry. Prohibition Partners was founded in 2017, with a mission to open up the legal international cannabis industry through reliable data and intelligence. Their reports are regularly cited by political leaders, investors, media and Fortune 500 companies.

THORSTEN UMLAND  
SVP & Head R&D Personal Care, Bayer Consumer Health

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If you have any questions about this conference, please contact Jenn or Lianne:
Jennifer.Odonnell@NicholasHall.com
Lianne.Hill@NicholasHall.com

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