

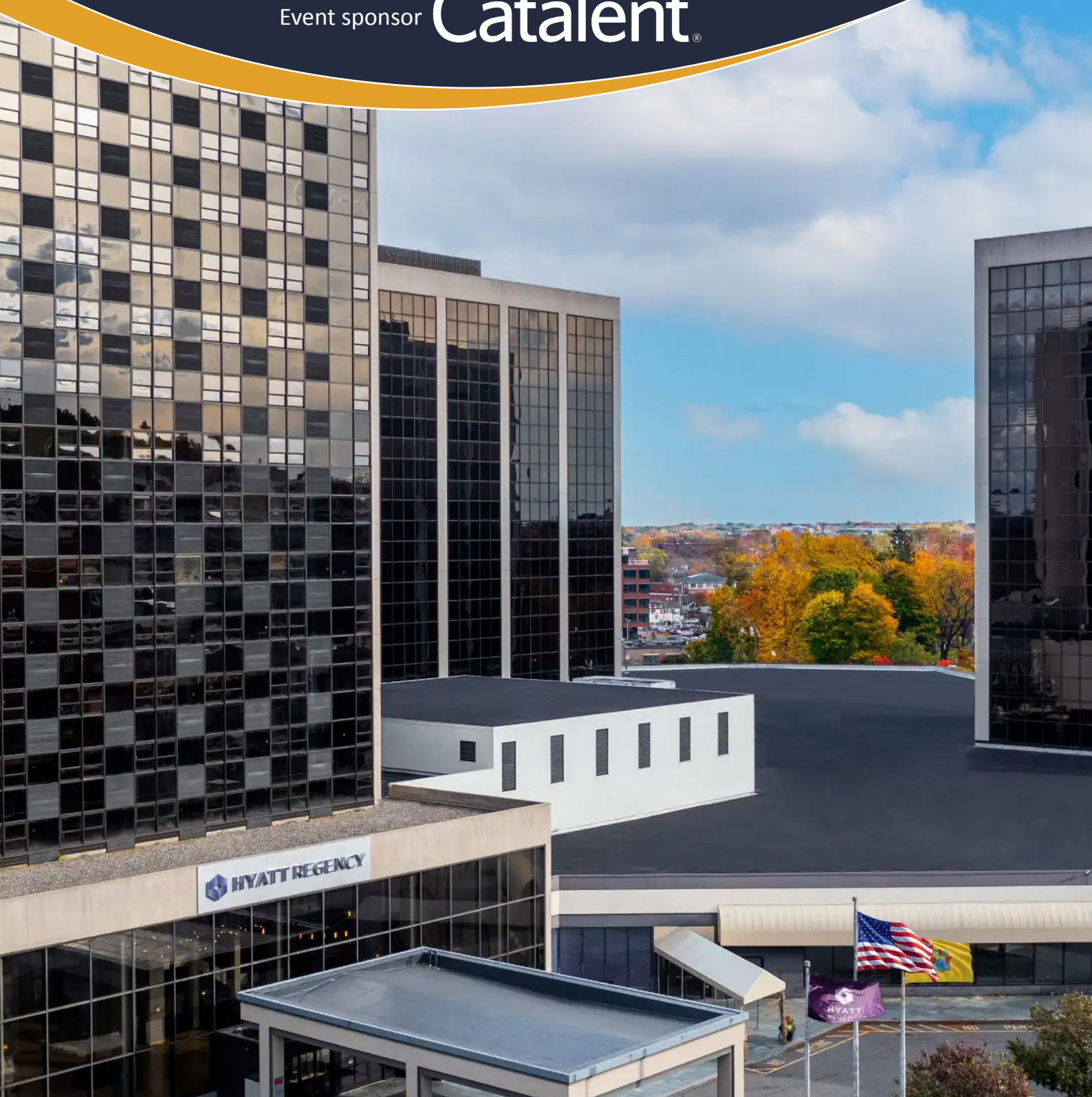
NICHOLAS HALL'S NORTH AMERICAN CHC CONFERENCE

# The Search for CHC Growth: How to Survive and Prosper

12 September 2024 • Hyatt Regency Morristown, NJ

Event partner **BIOGRAPHIZ**

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For more information please contact  
[elizabeth.bernos@NicholasHall.com](mailto:elizabeth.bernos@NicholasHall.com)

#NHNA24

 Nicholas Hall's  
CHC EVENTS

# SPEAKERS



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

Nicholas is **Executive Chairman & Creative Solutions Director** of the 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 set up his own company, which has remained resolutely independent as it has expanded and flourished. Throughout that time 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 Europe, 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 conferences and seminars in 58 countries.



**Nicole Arkell**  
*Start-Up Advisor*  
**Women's Health**

Nicole started her career in marketing with the Johnson & Johnson Consumer Health (Kenvue) business, managing household brands including Tylenol, Aveeno, and Nicorette across Canada, the US, and EMEA. With a deep passion for healthcare innovation, she went on to a marketing leadership position for their Future of Self-Care division. In this capacity, Nicole led digital innovation, developed new business models, and launched clinically backed OTC and health-tech products, spearheading pilot programs and expanding digital health products globally. Notably, Nicole launched the world's first connected OTC medicine and piloted a pioneering subscription and direct-to-consumer care model.

Driven by a strong passion for women's health, Nicole has been actively partnering with women's health startups to drive growth and innovation. Through these collaborations, she focuses on leveraging cutting-edge health tech solutions to address specific health challenges faced by women, ultimately improving health outcomes and empowering women worldwide.



**Kristie Licata**  
*VP Rx-to-OTC Switch*  
**Bayer Consumer Healthcare**

Kristie has over 30 years of experience in Rx-to-OTC switch, delivering numerous first pass, category defining switches over her career. Her passion is uncovering unmet consumer needs and delivering solutions primarily through the creation of new categories and brands. Her background spans switch strategy, development plan design and execution, marketing, market research, new product and business development. Over a third of Bayer's current OTC portfolio is due to switches Kristie has executed and she continues to focus on new opportunities to drive innovation and growth in the industry.



**Dave Wendland**  
*VP Strategic Relations*  
**Hamacher Resource Group**

Dave Wendland is a 30+ year veteran of the consumer-packaged goods industry and is passionate about optimizing results across the retail supply chain. A sought-after speaker for industry conferences and frequent editorial contributor, Dave always provides dynamic and thought-provoking presentations and idea-generating articles.

As Vice President strategic relations and one of the co-owners of HRG, Dave has connected, counseled, and offered business-improvement solutions to a variety of manufacturers, distributors, retailers, and technology providers. With his bird's-eye view of retail, he is able to assess and offer creative ideas to help companies of all sizes whether they are market leaders or new to the industry.



**Robin Lauffer**  
*Director of Strategy & Research*  
**Little Big Brands**

Robin is an experienced brand strategist and firm believer in the power of creativity. For over 25 years, she's helped businesses and brands reimagine what's possible. Whether revolutionizing the beer market by behaving like a fashion brand, heating up the European market with the introduction of a certain little blue pill or inspiring the world's largest healthcare company to use their big for good to change the trajectory of health for humanity, she's a self-professed addict to meaty, complex business and brand challenges.

Working across 4 continents and 15 countries, Robin is a keen cultural voyeur with a sharp sensibility for tracking global headwinds and tailwinds and anticipating shifts within the consumer and business landscape/brandscape. Her knack for identifying the sacred space where business capabilities meet what-the-world-needs has helped global brands drive action and instill loyalty for years to come.



**Erick Estrada**  
*Principal & Fractional CMO*  
**Castles Marketing**

Eric is a global marketing expert with achievements in multiple categories and brands such as: Skin Care (Lubriderm, OXY, Phisoderm, Hada Labo Tokyo anti-aging, Caladryl, Desitin, Dr. Bell's ointment), Eye Care (Rohto Eye drops), Oral Care (Listerine, Red Cross), Cough and Cold (Mentholatum), Lip balm (Softlips), Food (Snickers, 3 Musketeers, Meow Mix, 9Lives, etc.), Personal Care (Shick razors) and Medical Devices (Contour BGM and Eversense E3 CGM).

Eric is a brand builder and has proven ability to manage the product development life cycle from concept through launch; and implement innovative marketing strategies and tactics to increase revenues, market share, and profitability. He has managed the P&L and Marketing investment from small to megabrands, and has taken brands to leadership positions and / or turned around declining brands.



**Jose Aguilar**  
*Strategic Advisor Consumer Health*

Jose is a Mexican native with significant global strategic marketing experience, having led multiple global teams during his entire career, conducted business in more than 70 countries and lived in Latin America, North America and Middle East. He has led businesses for companies such as General Mills, Reynolds Wrap, Abbott Labs and Nestle. His last Fortune 100 role was Global Director for the Super Premium Infant Formula business for Nestle, a +1 billion-dollar business.

Most recently, Jose has been involved in the start-up community as co-founder, member and advisor of several companies in the USA. His most recent roles are at Zocalo Health and Mi Ultima Voluntad, leading VC-backed companies in their industries and markets.



**Paul Wardle**  
*SVP, Innovation Consulting*  
**Klick Health**

Paul Wardle is SVP, Innovation Consulting at Klick Health. Klick Health is at the forefront of leveraging AI technology to aid Healthcare clients. By converting complex data into actionable insights, Klick enables better decision-making to enhance consumer care, brand innovation and value creation. As Vice President strategic relations and one of the co-owners of HRG, Dave has connected, counseled, and offered business-improvement solutions to a variety of manufacturers, distributors, retailers, and technology providers. With his bird's-eye view of retail, he is able to assess and offer creative ideas to help companies of all sizes whether they are market leaders or new to the industry.



**Beth Gaeta**  
*Head, US Innovations*  
**Haleon**

Beth is the Head of Innovations in Haleon, US. She is an outcome-driven innovation leader with a passion for accelerating growth through innovation and enterprise thought leadership. Her collaborative approach inspires fresh perspectives and better ways of working, unlocking opportunities for brands, businesses, and teams.

## AGENDA

- 8:30: Welcome Coffee and Registration
- 9:00: Trends Presentation  
Nicholas Hall  
*Executive Chairman &  
Creative Solutions Director*  
**Nicholas Hall Group of Companies**
- 9:45: Wayfinding in Health & Wellness  
Innovation  
Beth Gaeta  
*Head, US Innovations*  
**Haleon**
- 10:15: Driving Growth in Women's Health  
through Consumer-Led Health  
Tech Innovation  
Nicole Arkell  
*Start-up Advisor*  
**Women's Health**
- 10:45: Coffee break
- 11:15: Case Study: Rx-OTC- Switch  
Kristie Licata  
*Vice President: Rx-OTC-Switch*  
**Bayer Consumer Care**
- 11:45: What's New and Next in Naturals  
Robin Lauffer  
*Director of Strategy and Research*  
**Little Big Brands**
- 12:15: Harnessing Research Insights to  
Drive In-Market Success  
Erick Estrada  
*Principal & Fractional CMO*  
**Castles Marketing**
- 12:45: Lunch Break
- 1:45: The Hispanic Market: Understanding  
the Opportunities in the Fastest  
Growing Segment  
Jose Aguilar  
*Strategic Advisor Consumer Health*
- 2:15: OTC Disruptors:  
Making Room on the Shelves  
Dave Wendland  
*VP Strategic Relations*  
**HRG**
- 2:45: Harnessing AI to Transform CHC  
Innovation & Growth  
Paul Wardle  
*SVP, Innovation Consulting*  
**Klick Health**
- 3:15: Coffee Break
- 3:45: Panel Discussion: CHC Strategies for  
Growth: Thriving and Prospering in  
Challenging Times
- 4:30: Group discussion and Q&A  
(Moderated by Biograph)
- 5:10: Closing and Summary, Nicholas Hall
- 5:30 - 7:30 pm  
Networking drinks and canapés

# NICHOLAS HALL'S NORTH AMERICAN CHC CONFERENCE

New Jersey • 12 September 2024

I would like to book \_\_\_\_\_ place/s for the following event/s:

	Bookings on / before 12 July	Full Rate from 13 July
<input type="checkbox"/> Conference (12 September)	US \$1,250	US \$1,450

I would like to take the following sponsorship package (please tick):

Networking Drinks Sponsor     Presentation Sponsor     Exhibitor Sponsor

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**For more information or group booking rates,  
please contact [elizabeth.bernos@NicholasHall.com](mailto:elizabeth.bernos@NicholasHall.com)**

