

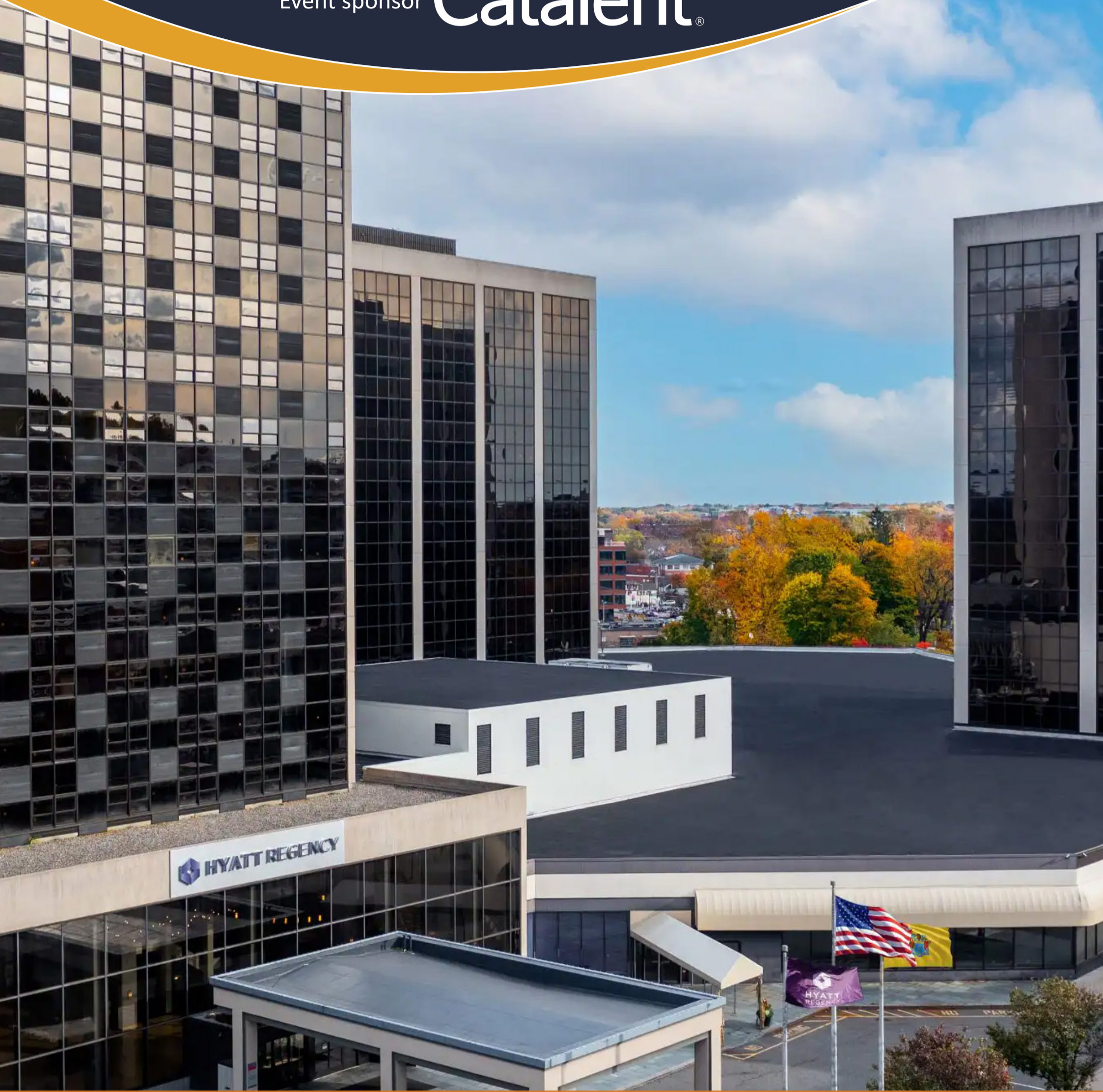
NICHOLAS HALL'S NORTH AMERICAN CHC CONFERENCE

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

#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.



**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.



**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.



**Irene Laurora, Global Senior Director, Scientific Affairs, Women's Health
Perrigo**

Irene Laurora, PharmD is Sr Director, Scientific Affairs with Perrigo Women's Health. In this role, Irene leads the strategic planning and implementation of global development programs, clinical trials design and execution, and the Scientific Affairs function. Dr Laurora has a 30-year career in the pharmaceutical industry where she most recently led the team to the successful Rx to OTC switch of Opill, the first daily oral contraceptive approved in the US.

Dr. Laurora received her Bachelor's of Pharmacy degree from St John's University in New York and her Doctor of Pharmacy degree from the Medical College of Virginia in Richmond, Virginia and completed a post-doctoral fellowship at Rutgers University, New Jersey. Dr Laurora served on the Board of Trustees of Autism NJ, a non-profit organization that works to help those with autism and their families connect to necessary resources. She enjoys spending time with her two adult children, who have autism, and her husband of 32 years.



**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.



**Charles Silver, MA, JD, Endowed Chair,
University of Texas School of Law;
Adjunct Scholar, Cato Institute**

Charles Silver, MA, JD, holds the Roy W. and Eugenia C. McDonald Endowed Chair in Civil Procedure and codirector of the Center on Lawyers, Civil Justice, and the Media at the University of Texas School of Law, where he teaches about civil litigation, health care policy, legal ethics, and insurance.

Silver's writings on class actions and other aggregate proceedings, litigation finance, medical malpractice, and legal and medical ethics have appeared in leading peer-reviewed journals and law reviews. In 2009, the Tort Trial & Insurance Practice Section of the American Bar Association awarded him the Robert B. McKay Law Professor Award for outstanding scholarship on tort and insurance law.



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.



**Tim Feuerstein, President
Midas Pharmaceuticals, Inc.**

Dr. Tim Feuerstein is the President of Midas Pharmaceuticals, Inc., a role he has held since August 2012. With a strong background in pharmaceutical development and business strategy, Dr. Feuerstein has been instrumental in driving the company's growth and innovation in the US. He previously served as the Head of API Development and held various leadership positions within Midas Pharma GmbH.

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: Driving Step Change Growth through Switch - Historical Lessons Learned to Prosper in the Future
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: The Power of Collaboration: Commercial and Scientific Partners Deliver Better Consumer Healthcare
Irene Laurora
Global Senior Director, Scientific Affairs, Women's Health
Perrigo
- 4:05: Next Generation NPD: Connecting Companies, People, and Knowledge to Thrive and Prosper in CHC
Tim Feuerstein
President
Midas Pharmaceuticals, Inc.
- 4:35: Is it Time for OTC Ozempic?
Charles Silver, MA, JD, *Endowed Chair, University of Texas School of Law; Adjunct Scholar, Cato Institute*
- 5:10: Closing and Summary, Nicholas Hall
- 5:30 - 7:30 pm

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