

NICHOLAS HALL'S 34TH CHC EUROPEAN CONFERENCE
& CHC TRAINING ACADEMY WORKSHOP



CHC - The Search for Growth How to survive & prosper in a confused market!

17-19 April 2024 • Rome
Parco dei Principi
Grand Hotel & Spa



For more information please contact
elizabeth.bernos@NicholasHall.com
#NHEU24



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Winning in Consumer Healthcare ePharmacy

To build essential skills for Consumer Healthcare Manufacturers to ‘Win in Consumer ePharmacy’, aligning all key departments and individuals with tips, techniques, and pragmatic tools. The approach is highly practical with data, how-to’s and information on the ePharmacy industry.

Deliverables:

1. 100 slides of ePharmacy Data, How To’s & Tips
2. KPIs for ePharmacy Digital Shelf
3. List of 20 types of ePharmacy promotions

Agenda

- 08:30: Welcome, Objectives, Agenda and Ways of Working, Introductions
- 08.45: Global and Regional ePharmacy Market Overview
- 09.15: Differences between physical & online Pharmacy Shopper and Shopper Journey
- 09.45: Differences in categories and products between physical & online Pharmacy
- 10.15: **Coffee Break**
- 10.35: Data & Technology for CHC brands in ePharmacy
- 11.15: Group Work: For the Case Study; develop the promotion strategy and execution in ePharmacies and physical Pharmacy

- 12.00: Digital Shelf Content: The zero moment of truth
- 12.30: **Lunch**
- 13.30: Group Work: For the Case Study Develop the ‘Visibility (Digital Shelf Content) strategy and tactics and KPI’s for e.pharmacy
- 14.30: Governance & Legislation in CHC brands for eCommerce
- 15.30: Coffee Break
- 15.45: From cross-border to marketplaces: The “headaches” of ePharmacy
- 16.15: The Omnichannel Future of Pharmacy (ePharmacies & physical pharmacy) for CHC brands
- 16.45: Gamified Q&A: All-things- ePharmacy (Competition between the Groups)
- 17.00: **Key Learnings and Wrap Up**



Panayotis Gezerlis

Panayotis is the founder & President of Convert Group. He has been managing projects and firms across various industries and geographies with a focus on eCommerce, Data & Technology.

Today, with his team at Convert Group, they are on a journey to bring data visibility and actionable insights to Consumer Healthcare Manufacturers and ePharmacies across the globe. Panayotis is also the chair of the global ePharmacy Summit (epharmacysummit.com) and the editor of the epharmacynews.com weekly newsletter.



Steve Sowerby

Steve Sowerby is the founder of XPotential and co-founder of **The Consumer Healthcare Training Academy**.

Steve has a strong background in Consumer Healthcare and is a highly experienced Marketer and General Manager with over thirty years of global corporate and agency experience across fast-moving consumer goods, pharmaceuticals, health care, skin care, retailing, media and non-profit organisations.

He has been invited to train companies around the world across multiple industries.

AGENDA: 18 April - Conference Day 1

- 9:00 Trends Presentation, **Nicholas Hall**, Executive Chairman & Creative Solutions Director, Nicholas Hall Group of Companies
- 9:45 The rise of Competitive Intelligence in CHC and what to expect in the future
Leandro Gaspar, *Global Competitive Insights – Health*, Reckitt
- 10:15: A New Generation of Consumer Health Innovation - Precision Health
Aquil Harjivan, *R&D Head of Digital Health*, Bayer Consumer Health
- 10:45 Coffee Break
- 11:15 Presentation of Global Marketing Awards Entries
- 11:45 Pain – the next frontier in Nutraceuticals
Jernej Klopčič, *Business Development Director*, PharmaLinea Ltd.
- 12:15 Case Study: Innovative Probiotic Solution that supports better Cognition, Mood, Sleep and Stress management
Caroline Montelius, *Department Manager Global Scientific Affairs*, Probi
- 12:45 **Lunch**
- 1:45 Breaking Taboos: Women’s Health & Cannabinoid Innovation
Yotam Hod, *CEO & Co-Founder*, Gynica
- 2:15 Presentation of Colin Borg Creative Marketing Awards Entries
- 2:45 Switch Power – The resurgence of reclassification
Anna Maxwell, *CEO*, Maxwellia
- 3:15 **Coffee Break**
- 3:45 Local CHC Brands: Unnecessary Complexity or Clever Growth Accelerator?
Volker Sydow, *EVP Global Consumer Health*, STADA Group
- 4:15 Karo’s Omnichannel Approach to profitable growth
Michael Kaltenborn, *Chief Strategy and Corp Dev. Officer (CSO)*, Karo Healthcare
- 4:45 Panel Discussion: Driving Growth in Consumer Healthcare
Panelists:
Anna Maxwell, *CEO*, MAXWELLIA
Volker Sydow, *EVP Global Consumer Health*, STADA Group
Michael Kaltenborn, *Chief Strategy and Corp Dev. Officer (CSO)*, Karo Healthcare
Panel Moderator: **Nicholas Hall**
- 7:00 **Networking and Awards Dinner**

AGENDA: 19 April - Conference Day 2

- 9:00 USA: Mature Markets, Immature Politics
Patrick O’ Leary, *Managing Partner*, Market Performance Group / Greenwood
- 9:30 The Untapped growth potential of Southeast Asia and the Pacific for CHC
Dr. Varun Sethi, *Vice President, Healthcare, Commercial Outsourcing & Cluster Head*, DKSH
- 10:30 Evolutions of Form & Formulation in the European Consumer Health Market
Pat Vesay, *Head of Marketing & Strategy*
Mark Gardella, *VP of Product Development*
Catalent Consumer Health
- 11:00 **Coffee Break**
- 11:30 Symprove-from the Farm to Pharma and Market Leadership through Advocacy in a CHC market without approved claims
Richard Learwood, *Operating Partner*, bd-capital Private Equity
- 12:00 Digital Twins: Crafting Personalized Healthcare Through Data-Driven Insights
Dr. Martin Winter, *Founder & CEO*, Lab Automation Network
- 12:20 Innovate to Thrive: The Role of Emerging Technologies in Healthcare
Simon Walsh, *SVP Experience & Engineering (EMEA)*, DEPT Health
- 12:40 Closing and Summary Nicholas Hall
- 1:00 - 2:30 Networking Lunch

Don't forget!
Welcome Drinks
17 April
6:00 – 7:30 pm



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.



Leandro Gaspar

Global Competitive Insights (GCI)
Reckitt

Leandro Gaspar is a very experienced Insights professional with over 20 years dedicated to Business Intelligence, Consumer Insights Data Analytics and Competitive Intelligence. He brings knowledge from

both Pharma industry and Consumer Healthcare, having worked for companies like BMS, Sanofi and more recently Reckitt where he currently leads the Global Competitive Insights agenda for Health division.

Leandro is extremely passionate for Strategy & Innovation and constantly push the boundaries on how his team can further stretch data and insights to better support business decisions.



Aquil Harjivan

R&D Head Digital Health
Bayer

Aquil is a scientist by training and has been in the FMCG and the consumer healthcare industries for all his career across P&G, Unilever, GSK and now Bayer.

Passionate about people and technology, he's spent his career across innovation and product roles understanding what drives human behaviour in healthcare and how science and technology can be leveraged to solve for health problems and promote relevant behaviours surrounding it. Since joining Bayer in 2021, Aquil has led the digital health strategy and is now leading the Precision Health business unit announced earlier this year to develop and deliver new products and services that expand the role of the Bayer brands across the healthcare journey.



Jernej Klopčič

Business Development Director
PharmaLinea LTD

Jernej, built his academic path by upgrading his background in science & engineering with an additional international business education, completed with honors and awards for special achievement.

Applying his multidisciplinary knowledge, he developed his professional path from product development to product marketing and eventually business development. As business development director at PharmaLinea Ltd., Klopčič utilizes his experience from managing roles in market-leading consumer product corporations and delivers excellence rooted in his understanding of both consumer and client needs.



Richard Learwood

Operating Partner
bd-capital Private Equity

Operating Partner at bd-capital Private Equity-London, Amsterdam, Madrid. Non- Executive Director Symprove UK Ltd (Probiotics) Non Executive Director Bonusan Vitamins- The Netherlands Advisory Board Member- Fit For Me – post bariatric surgery supplements- The Netherlands.

Founder of Brand Asset Maximization Sàrl- Switzerland- a Marketing Strategy and Innovation Consultancy for SMEs in CHC Former Vice President Marketing and Innovation P&G Consumer Healthcare International. Commercial lead in the set up of P&G Teva and Swisse Wellness JVs and Commercial Due Diligence and Integration Leader on £4.2 Billion Merck acquisition in 2018.



Yotam Hod

Operating Partner
Gynica

Gynica a clinical-stage biotech company dedicated to developing safe and effective intra-vaginal solutions for Endometriosis. Gynica harnesses the therapeutic potential of cannabinoids in their formulations, recognizing their promising role in the treatment of women's health and gynecological conditions.

Previously, Yotam was the CEO & Co-Founder of Lumir Lab, a global leading cannabis research & development laboratory, aimed to provide evidence-based cannabis solutions. Both companies are subsidiaries of Asana Bio Group, a holding company specializing in scientific advancements in the field of cannabis, which Yotam serves as its CEO.



Anna Maxwell

CEO
Maxwellia

Anna Maxwell is a trailblazer who, with her combination of healthcare professional and commercial experience, is on a mission to widen access to medicines and broaden the role of the pharmacist to improve the shape of public health and make a difference to people's lives.

She is founder CEO of expert switch start-up, Maxwellia, which specialises in converting prescription medicines into versions that can be bought in pharmacies and online. In July 2021, Maxwellia made history with the launch of Lovima®, an effective daily contraceptive pill, and in September 2023 launched a new brand of affordable emergency contraception, LoviOne®, empowering women to take charge of their contraception. Anna and her team are building a pipeline of new game changing consumer healthcare brands, with a further two women's health brands poised for launch in 2024.



Volker Sydow

EVP Global Consumer Health
STADA Group

Volker is STADA's Head of Global Consumer Healthcare since 2021. Before joining STADA he spent eight years with Reckitt Benckiser (RB), during which he rose to the position of vice president, global category director sexual wellbeing, following leadership positions – amongst others - at SSL Healthcare and Henkel. His passion lies in building strong, market-leading brands which is supported by his conviction that a brand loved by patients and consumers is the greatest growth asset a company can have.



Michael Kaltenborn

Chief Strategy and Corp Dev. Officer (CSO)
Karo

Michael joined Karo's Executive Committee in February 2023 backed by EQT focusing on Strategy, BD&L, M&A, Integrations and Legal. His focus is on building the best omni-channel Fast Moving Consumer Healthcare platform in Europe with double digit sales and EBITDA growth at industry leading margins in an entrepreneurial environment of company builders.

Prior to Karo Michael was Global Head, M&A Consumer Health at Bayer where he spearheaded many early and late stage acquisitions and divestments in the Consumer space. Michael's leadership focus is on empathy and authenticity, he is an inclusive team player and enjoys strengthening people's talents as a mentor and coach.

Speakers



Patrick O' Leary

Managing Partner

Market Performance Group / Greenwood

With a unique blend of experiences, from Fortune 100 CPG to entrepreneurial start-ups, Patrick has spent over 35 years in North America's retail & CPG marketplace. Starting in 1978 as a stock boy and cashier in stores owned by family & friends, he has learned the business from the ground up.

With Bayer & Gillette, Patrick participated in some of the most exciting consumer product launches in history. Priorly, as a Founding Partner at Emerson Group, Founder of Greenwood Group, Managing Partner at MPG, and now MagniGroup's Managing Partner, he has led many initiatives, and has served as a key advisor to brands and businesses of all sizes. Through these experiences, and as Nicholas Hall's North America Network Partner, Patrick brings a wealth of experience to his partners and their mutual projects



Dr. Varun Sethi

*Vice President, Healthcare,
Commercial Outsourcing & Cluster Head*

DKSH Healthcare

Dr Varun Sethi is the Commercial Outsourcing and Cluster Head of DKSH Healthcare. He has been a member of the board of the Pharmaceutical Association of Malaysia (PhAMA) and was part of the Singapore Association of Pharmaceutical Companies (SAPI) where he served both as the Treasurer.

Dr Varun Sethi's involvement includes Medicines pricing reforms, IP protection laws, MOH engagement initiatives and engaging with advocacy groups where he helps steer strategic dialogues across Asia. Prior to joining DKSH, he held various positions in Baxter International for over 19 years, where he shaped the global strategy for IV therapy. Dr. Varun has deep experience in diverse healthcare businesses, specializing in new product launches, commercial strategies, as well as setting up and managing new businesses entities in key emerging markets in Asia.



Caroline Montelius

*Department Manager Global Scientific Affairs
Probi AB*

Caroline has a background in Molecular Biology and a PhD within Nutrition. After several years of scientific research within the academia, she joined Danone as a Quality Design Manager, with a primary interest in probiotic functional beverages. This interest for probiotics deepened as she in 2016 joined Probi AB.

Caroline is today leading the Global Scientific affairs team, located at Probi headquarters in Lund, southern Sweden. The scientific affairs team is responsible for bridging the science, brought by a strong R&D portfolio and innovative research, with the business and marketing units. Together, they successfully enable new product launches over the world. Science, a passion for people and healthy lives to everyone are core values for Caroline, as are they cornerstones for Probi's foundation, present and future.



Martin Winter

Founder & CEO

Lab Automation Network

Martin Winter is founder and CEO of Lab Automation Network since 2008. Martin is passionate about providing outstanding technological solutions to life science companies with his alliance of leading lab automation and digitalization partners. Driving the technological transformation in pharma, biotech and diagnostics industries will significantly improve medical research and individual healthcare.

Martin pursued his chemistry studies in Aachen and Constance before earning his PhD in organic chemistry from the University of Tübingen in 2001. With a professional journey beginning in 1998, he has held various co-founding and managerial positions in biotech and life science technology companies. Martin resides in Tübingen, Germany.



Simon Walsh

*SVP Experience & Engineering (EMEA)
DEPT Health*

With over 30 years of experience, Simon has spent his career helping organisations innovate & adapt in the digital world. He has worked with leading companies, brands, and governmental bodies, helping them understand and navigate the ever changing digital landscape. As head of the Dept EMEA Health practice, he has hands on experience in shaping innovation and practice for clients right across the spectrum of healthcare, from insurers to hospitals and health systems, ensuring their transformation efforts achieve their strategic goals.



Patrick Vesay

Director, Marketing & Strategy

Catalent Consumer Health

Pat joined Catalent in 2019 and is responsible for strategy and execution of Catalent's global consumer health marketing activities focused on the over-the-counter drugs (OTC), nutritional supplements, and topical beauty care segments. Prior to Catalent, Pat spent over 12 years at P&G and J&J leading base business and growth initiatives across strategy, execution, innovation, and M&A support for some of the world's most recognized consumer health brands.



Mark Gardella

*Vice President, Global Product Development,
Consumer Health Division*

Catalent Consumer Health

Mark has over 25 years of experience in the pharmaceutical and consumer health industry and currently leads Catalent's global product development program for Consumer Health. With innovation teams across the globe, Mark leads the development and launch of more than 100 OTC and Nutritional products each year around the world. Mark has also worked alongside CHPA, the FDA, and Congress on key provisions of the OTC Monograph Reform legislation.

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17-19 April 2024 • Rome

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- Workshop Only - 17 April GB£850
- Conference Only - 18-19 April GB£1450
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I accept the terms and conditions below and understand that Nicholas Hall Group of Companies reserves the right to amend the agenda.

Signature _____

Date **DD / MM / YYYY**

