

NICHOLAS HALL'S 36TH EUROPEAN CHC CONFERENCE

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.



Sarah McDonald

VP Sustainability

Haleon

Established and leads the company's Responsible Business strategy which addresses the social and environmental barriers that hold people back from better everyday health. Responsible Business is core to Haleon's purpose to Deliver better everyday health with humanity, with a focus on three interconnected areas: making everyday health more inclusive; reducing environmental impact and upholding high standards for people and planet across the value chain.

Haleon is committed to empowering millions of people a year to be more included in opportunities for better everyday health by improving health literacy, making healthcare more accessible and tackling bias and prejudice. Sarah was instrumental in establishing Haleon's sponsorship of the Health Inclusivity Index, an independent research programme undertaken by Economist Impact, to close data gaps and identify solutions to improve health inclusivity.



Dr. Dominique Ziegelmayr

Founder and CEO

DatamedIQ GmbH

Dr. Dominique Ziegelmayr is the founder and CEO of DatamedIQ GmbH, the market leader in data and insights for the German consumer healthcare e-commerce sector. Together with his team of experts, he sets new standards in data collection and analysis to give pharmaceutical and beauty companies a competitive edge in the digital marketplace. Before founding

DatamedIQ, he was responsible for product development and technology in the enterprise segment at Trusted Shops, the leading provider of trust solutions in e-commerce. Holding a PhD in computer science, he focused extensively on artificial intelligence during his academic career.

Prior to joining Trusted Shops, Dr. Ziegelmayr gained experience as a management consultant and in various leadership roles in project and product management at well-known corporations. This broad expertise enables him to understand and address the needs of his more than 100 clients from both a scientific and a business perspective.



Stavroula Chasapoglidou

Director of OTC

ELPEN

With 25 years of experience in OTC and FMCG, Stavroula has held senior roles in General Management, Marketing, and Sales, driving business growth and brand development across multinational, start-up, and local companies.

Passionate about consumer healthcare—including OTC, supplements, medical devices, and cosmetics. Stavroula is a partner at Nicholas Hall Consulting Group and Compass Healthcare Group, helping to build and grow innovative health and wellness businesses.

**Aleksandra Czok**

Director of Strategic Marketing Department, **Adamed Pharma**
Member of the General Council, **PASMI**

Aleksandra Czok is a marketing executive with over 25 years of experience in the pharmaceutical and FMCG sectors. As Director of Strategic Marketing at Adamed Pharma, she leads a team responsible for shaping the company's future product portfolio in both B2C and B2B models across domestic and international markets.

Her role includes long-term product pipeline planning and strategic analysis as well as acquisition opportunities. Member of the General Council of the Polish Association of Self Medication Industry (PASMI). Previously, she served as Head of Strategic Marketing and Senior Strategic Marketing Manager at Adamed, where she played a pivotal role in developing the OTC portfolio and leading RX-to-OTC switch initiatives. Her earlier career includes key marketing positions at Polpharma, Agros Nova and L'Oréal, where she managed iconic consumer brands and oversaw strategic category development and product innovation.

**Karol Skoczylas**

Director of Consumer Health, **Polpharma**
Member of the General Council, **PASMI**

Karol Skoczylas is a seasoned marketing leader with more than 25 years in consumer marketing and two decades in pharmaceuticals. As Director of Consumer Health Care at Polpharma, he drives strategy and growth for some of Poland's most iconic OTC brands, overseeing marketing, sales, insights, and digital commerce. A member of the General Council of PASMI, Karol is actively

involved in shaping and developing the self care market in Poland.

His career spans global roles at Mylan and Abbott, early pharma experience at GSK, and FMCG foundations at P&G, where he mastered the art of building brands consumers love. His work has taken him across Europe, the US, and Asia, giving him a global perspective on health trends and market dynamics. Passionate about impact, Karol believes strategy only matters when it delivers real outcomes — a conviction he brings to every project he leads.

**Mary Farrell**

Scientific Affairs Manager
Probi

Mary Farrell is an accomplished professional in the field of nutrition with extensive experience spanning various roles in research and management. Currently, Mary serves as the Chairperson and Board Member for the Southern Sweden Association for Nutrition, alongside the position of Scientific Affairs Manager at Probi AB, where responsibilities include bridging research with marketing, developing scientific content, and conducting training across EMEA and APAC regions.

Previous positions include Nutritional Research Project Manager at Oatly, where management of clinical study projects was key, and various research roles at Lund University focusing on nutritional epidemiology and appetite regulation.

Mary's educational background includes a Master's degree in Human Nutrition from the University of Copenhagen and a Bachelor of Science in Nutrition Sciences from Technological University Dublin, supported by relevant research and assistant roles in various organizations.

**Leandro Gaspar**

I&A Director - GCI & Analytics
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.



Chirag Sharma
Associate Director
Nicholas Hall Group of Companies

Chirag Sharma is Associate Director, M&A, in the Creative Solutions team at the Nicholas Hall Group of Companies, based in London.

He has over 12 years of experience in the M&A space, including 8+ years with Ernst & Young's strategy and transaction practice. Chirag has advised leading consumer health companies such as Haleon, Bayer, Sanofi, and Johnson & Johnson, as well as PE firms including CapVest, Advent and CD&R.

His recent transaction experience includes CapVest's acquisition of STADA and Dr. Reddy's acquisition of the Nicotinell business from Haleon.



Serra Bicak
Senior VP
Reckitt Consumer Health and Self Care

Serra joined Reckitt in 2020 and held various General Management roles in Europe. She was previously SVP for the Africa & Middle East Region and in January 2025 became SVP Self Care. Prior to Reckitt, Serra spent 16 years at Colgate Palmolive.

During her 25+ year career, she has lived and worked in North America, South America, Europe, and Asia, bringing diverse global experience in business building, P&L management, innovation, digitalization, and commercial strategies. She has a strong track record of driving growth across various markets and building high-performing teams.



Ekaterina Panteleeva
VP, Global Head of Strategy Consulting & CIMA
Nicholas Hall Group of Companies

In 2016, Katya joined Nicholas Hall Consultancy from Takeda Pharmaceuticals Russia, where she developed a shopper-centric approach to promoting OTC brands and focused on developing and executing the trade marketing strategy, followed by experience in brand marketing. Previously, Katya worked in FMCG at Mars Inc., focusing on trade and channel marketing, category management, and sales force KPIs.

At Nicholas Hall Group of Companies, she works on global projects, specialising in developing data- and insights-driven strategies, including commercial strategy, strategic marketing, product portfolio development, innovation, NPD, market expansion and go-to-market models. In 2025, Katya was awarded an MBA with Distinction from the Durham University Business School.



Martina Gripp
Senior Associate
XPotential & The CHC Training Academy

Martina brings over 25 years of strategic and operational leadership experience in Consumer Healthcare, Animal Health, and FMCG. She has held marketing leadership roles at multinational companies, including Boehringer Ingelheim, Sanofi, and Perrigo, driving global, regional, and local marketing initiatives across Europe and Asia. Her experience spans consumer-centric brand building, managing complex projects, and executing impactful cross-media campaigns across Europe, Asia, and the Americas.

With living and working globally—including nearly a decade in Asia—Martina has developed deep intercultural insights.. She is passionate about building connections, uncovering actionable insights, and unlocking the full potential of brands and teams. Martina is a Senior Associate at XPotential and the CHC Training Academy, a certified systemic business coach and mentor, and a lecturer in economics at two renowned universities. She also serves as a board member for Healthcare Frauen, a network championing female leadership in Germany's healthcare sector.



Joyshree Reinelt
CEO & Co-Founder
Innate Motion

Joyshree Reinelt is a business strategist, leadership coach, and co-founder of Innate Motion, a global B-Corporation that helps organizations and brands grow by aligning business ambition with human and societal value. For over two decades, she has partnered with leading companies in healthcare and beyond, including Eli Lilly, Johnson & Johnson, Seagen, Viatris, Bayer Consumer

Health, Sanofi (now Opella), Unilever, Coca-Cola, and Danone, to accelerate transformation through shared purpose, cultural alignment, and stakeholder collaboration.

Working with both leaders and teams, Joyshree enables organizations to get “unstuck” by turning empathy into movement and strategy into collective intent. Drawing on her background in psychology, she helps stakeholders across ecosystems connect, co-create, and deliver meaningful growth together. Her edge lies in bringing human understanding to the heart of business acceleration, where performance, trust, and collaboration thrive in harmony.



Beverley Law
Founder
ALL Creative / Salutis Consulting

Beverley is an accomplished brand communications expert with a diverse portfolio of work that spans chocolate to cognac and Tupperware to Tarmac, but for over three decades she has given her greatest attention to the health and wellness sector. She has worked for some of the most respected, top-tier branding and design firms, and she established WPP's first dedicated

healthcare branding department following a business acquisition.

Beverley now spearheads ALL Creative, a hybrid branding / medical communications agency working with CHC, FMCG, pharma and life sciences clients. She also recently launched Salutis Consulting, offering research, insight and training that enhances the communications process. Her teams support international corporations and business startups alike on brand rejuvenation, transformation, innovation, and campaign programmes.

Beverley has worked with prominent global health clients such as Boehringer Ingelheim, GSK, Mitsubishi Pharma, Nelsons, Perrigo, Pfizer, and Procter & Gamble, managing global stakeholder initiatives as well as local marketing projects. She is valued for her no-nonsense approach and promotes a flexible, value-driven way of working that aims to simplify her clients' professional lives. Beverley's agency is also enthusiastic about integrating the concept of wellness into other sectors. They are actively collaborating with historical and cultural institutions like The National Trust, The Tower of London, and Hampton Court Palace to foster deeper audience engagement.

As she half-jokingly refers – her world is simply Palaces and Pills!



Martin Schwarz
Managing Director
Sarticon & OTC Cube

Martin Schwarz is a seasoned healthcare executive with deep expertise in pharmaceuticals and Consumer Health Care. He currently serves as Founder and Managing Director of SARTICON, where he advises leading life sciences companies on strategy, portfolio, market access, commercialization and innovation, leveraging data-driven decision-making and AI.

In addition to his primary role, Martin is actively engaged with OTC Cube, an AI-driven CHC digital shelf and monitoring tool designed to optimize mail-order pharmacy and digital channel performance through data insights and guided analytics. His journey in Consumer Healthcare began during his tenure at Hexal, followed by building Actavis dietary supplement business and expanding expertise in mail-order pharmacy and digital marketing. Today, he supports leading manufacturers across the healthcare sector.

Martin holds a Doctorate in Law and a Master's degree in International Business. He began his career at Boston Consulting Group (BCG) before moving into leadership roles at Novartis, Sandoz, and Hexal. He later became Regional CFO at Actavis, followed by his appointment as Managing Director/Country Head of Actavis/PUREN. Having worked for multinational companies headquartered in Europe, the United States and India, he has gained extensive experience of diverse business and cultural environments. His industry engagement also includes association work at both national and European levels, including serving as a Board Member of Pro Generika, the German generics association.



Praful Akali
Founder & MD
Medulla Communications

Praful is a globally recognized healthcare creative and strategist. He founded Medulla in 2008, guiding it to become the #1 Healthcare Advertising Agency at Cannes in 2016 and winning multiple global awards for campaigns such as 'Last Words' and 'Last Laugh'.

With a management degree from IIM Lucknow and client-side experience at Pfizer's Consumer Healthcare portfolio, Praful blends creativity with effectiveness. Under his leadership, Medulla was ranked the #4 Most Effective Independent Agency by Effies and #4 Most Effective Specialist Agency by WARC in 2019.



Ralph Ahrbeck
Founder & CEO
Arqus Advisory

Ralph is the Founder & CEO of Arqus Advisory, a consumer-focused, brand marketing and strategic consultancy that helps businesses build cutting-edge, consumer-centric global brands, forge new innovative business models and establish market leadership using an insight-led, brand development philosophy.

In 2022 he also took over as CEO of Unilab GmbH, a German start-up CHC business that launched its first probiotic brand in May 2022, Multilac Darmsynbiotikum. After living in 8 countries across 3 continents, he considers himself a multilingual, global citizen with +35 years' experience in start-ups and turnarounds with Kraft Foods, Roche Pharma, Alliance Boots and Shiseido.



Steve Sowerby
Founder
XPotential

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.