

# 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.



**TAMARA ROGERS**  
GLOBAL CHIEF  
MARKETING OFFICER  
**HALEON**

Tamara was appointed Chief Marketing Officer for GSK Consumer Healthcare in 2019, having previously served as Region Head for EMEA. Prior to joining GSK, Tamara spent 25 years at Unilever, having joined as a Management Trainee in the UK. She held significant leadership positions such as EVP Region Head Personal Care for Unilever North America and prior to that, EVP Global Deodorants Category.

Tamara has nearly 30 years of experience in FMCG with numerous commercial roles across marketing, advertising, customer development and general management, in local, regional and global capacities. Her experience includes the development of business growth strategies, strategic portfolio management, innovation development, branding, design, customer development and trade marketing.

Her responsibilities have also included Media, Consumer Business Insights & Analytics, Marketing and Digital Commerce capability. Tamara is a Board Member of the Global Self-Care Federation, which exists to create a healthier world through better self-care.



**JEAN CLAUDE BACOS**  
HEAD OF EUROPE  
**NURITAS**

Jean Claude Bacos has a diverse work experience spanning several industries. Jean Claude currently serves as the Head of Europe at Nuritas since May 2022. In this role, they oversee the company's proprietary platform that targets and unlocks bioactive peptide ingredients from plants, with the potential to transform human health and food sustainability.

Before joining Nuritas, Jean Claude worked at Bayer Pharmaceuticals from 2016 to 2022. Jean Claude held the position of General Manager Consumer France from an unknown start date to March 2022. During their time at Bayer, they also served as the Managing Director of the Asia-Pacific region, responsible for managing 15 subsidiaries across multiple countries and leading a team of over 700 associates.

Prior to their tenure at Bayer Pharmaceuticals, Jean Claude was the Managing Director of Laboratoire UPSA S.A.S. at UPSA, a leading laboratory specialized in family medication and OTC products in France. Jean Claude held this role from an unknown start date to 2016.



**ELLIE ADAMS**  
CEO  
**QIVA GLOBAL**

Ellie is the founder and CEO of QIVA Global, a specialist healthcare eCommerce agency operating in Europe, Asia and US markets.

Ellie is responsible for helping consumer healthcare brands grow their eCommerce businesses in global markets. By global, we mean global – eCommerce is borderless. eCommerce is a complete business model, requiring expertise across operations, marketing, sales and finance, anchored in amazing customer experiences.

Prior to founding QIVA Global, Ellie worked as a strategy consultant at Monitor Deloitte, specialising in commercial strategy and operations. She also spent five years at Thomson Reuters, working in sales, marketing and government affairs positions in the US, UK and China. Ellie is a member of the Bain Advisory Network and a graduate of Durham University.

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**NICOLAS GRELAUD**  
GENERAL MANAGER  
OPEN HEALTH  
COMPANY



**ANA-MARIA BONCU**  
HEAD OF REGULATORY ECOMMERCE  
EUROPE & GLOBAL CAPABILITIES  
RECKITT



**JOŠKO BRKIĆ**  
HEAD OF CHC BUSINESS UNIT  
JGL

Josko joined JGL in 2020 and is responsible for strategic initiatives for JGL's global brands in over-the-counter (OTC) segment encompassing three therapeutic areas.

Prior to joining JGL, Josko built his experience in various commercial roles from sales and marketing for leading brands in FMCG, beauty and personal care industry, to management of local, regional and global brands and expert teams.

Passionate about leading expert brand and market intelligence teams to make decisions that build brands, drive business growth and have a positive impact on quality of life in our markets.



**MAŠA MARGAN VUNIĆ**  
GLOBAL BRAND MANAGER  
JGL

A passionate brand strategist with a proven track record of managing JGL's core brands, with extensive experience across different therapeutic areas.

Project lead of JGL's Innovation Hub aimed at securing the company's long-term competitive pipeline. As Global Brand Manager for Meralys, successfully led the brand to market leadership through innovative campaigns, most notably the "What You're Puttin' in Your Nose" initiative, which has revolutionized the way nasal decongestants are communicated in Croatia. Campaign garnered multiple prestigious accolades, including the the first-ever "Best of Europe" Effie for a Croatian commercial product and recognition as one of the most effective global campaigns in the WARC Effective 100 ranking.

Being honored with the Worldwide Marketing Award at the European Nicholas Hall CHC 2024 conference was a prestigious achievement, setting a new standard for marketing excellence.