



Nicholas Hall's European e-Conference 2021  
28 & 29 April

# SPEAKERS | Nicholas Hall's European e-Conference • 28 & 29 April



## NICHOLAS HALL

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

Nicholas is the founder of 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 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 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 OTC conferences and seminars in 58 countries.



## FRANCK BACUET

**Insights & Analytics Senior Director  
Global Pain Relief category, GSK**

Franck is a Senior executive with expertise in Analytic & Insight. He has a proven success record in creating and accelerating growth in highly competitive market segments through expertise in all aspects of business intelligence, insight and analytic, successfully applied to diverse business dynamics across a wide range of industries (Health Care, FMCG & Luxury) and channels in both developed and emerging markets. Experience with Global, regional & local implementation roles. Vast international experience & strong multi-cultural outlook. Lived and worked in 5 different countries



## PANAYOTIS GEZERLIS

**Founder & CEO, Convert Group**

Panayotis is the CEO of Convert Group, a data-driven consultancy based in Europe and operations in Spain, Romania, Poland, Italy, Spain, Luxembourg, Turkey and Greece. With his team they specialise on eCommerce Strategy and eCommerce Market Shares for the Online Pharmacy, Online Grocery and Online Beauty sectors. Some brands that have been leveraging Panayotis' team consulting services and eCommerce Intelligence tools include L'Oreal, RB, APIVITA, P&G, Nestle, GSK, Ales Groupe, Pierre Fabre, Beiersdorf, INGLOT, Oriflame, Henkel, J&J, Perrigo and also omnichannel retailers in the pharmacy & grocery sectors.



## GRIGORIS KARELOS

**Country Director, Greece, Balkans & Israel, J&J**

Grigoris is the Country Director of Johnson & Johnson Consumer Health for Greece, Balkans & Israel. He leads a business with a diverse portfolio that spans from OTCs to Cosmetics and traditional FMCGs, with presence in both Pharmacy and Mass market channels. Prior to that he had a 15 year experience in Johnson & Johnson in various marketing management roles, across different countries including Greece, Balkans, Israel, Spain, Italy, Portugal.



In his previous role, as Head of Marketing for Johnson & Johnson OTC division in South Europe (a business that covers 18 countries and 200 million people), he managed to make his division the best performing in the world for his company. Grigoris is also an active Board Member of the OTC Association in Greece (EFEX), a Board Member of the Association of Branded products (ESVEP) and a guest Board Member of the Efficient Consumer Response (ECR).



# SPEAKERS | Nicholas Hall's European e-Conference • 28 & 29 April



## NICOLAS GRELAUD

### Chief Operations Officer, OpenHealth

Former pharma executive with 10-year international experience (France, Portugal, Italy & Turkey) in the field of Allergen immunotherapy and Asthma. Nicolas started his career as Marketing analyst before taking over the position of Global Head of Market Research & Strategic Planning at Stallergenes Greer. In 2011-2014, he set-up commercial operations in Turkey, registered and launched an innovative product in hay fever. In 2015, he became Global Head of Products Life Cycle Management. He joined OpenHealth Company in 2016 to launch in France the largest Health Data online platform in France – The HUB – today used by most OTC players. He is currently leading the Global Sales & Marketing Operations, including strategic partnerships.



## PIOTR TUTKA

### MD, PhD, ProfTit

Piotr Tutka is Professor of Pharmacology and Endocrinology, Head of Department of Experimental and Clinical Pharmacology, University of Rzeszów, and Head of Laboratory for Innovative Research in Pharmacology at the Centre for Innovative Research in Medical and Natural Sciences at the University of Rzeszów, Poland. He is also Visiting Professor at the National Drug and Alcohol Research Centre, University of New South Wales, NSW, Sydney, Australia. Piotr is a neuroscientist, clinical pharmacologist and endocrinologist whose research interest is nicotine addiction, experimental epilepsy, endocrinology, and more recently cytosine, including the monograph on the antismoking potential of cytosine.

He is author of over 150 publications in peer-reviewed scientific journals and has previously won the Merck, Sharp & Dohme International Award in Clinical Pharmacology, as well as Awards from the Italian Pharmacological Society and Polish Ministry of Health.



## DR PATRICK GUÉRIN

### Owner, OpenHealth

A veterinary surgeon, Patrick founded Celtipharm in 2000, leader in France in real-time analysis of healthcare data. With detailed knowledge of french pharmacies with which Celtipharm contributed to the implementation of the “dossier pharmaceutique”, the company became a benchmark expert in marketing studies and health data analysis. Driven by a vision of data sharing as the catalyst for innovating a knowledge-based healthcare service, in 2010 with a team of epidemiologists Dr. Patrick Guérin developed real-time tracking indicators (Indicateurs Avancés Sanitaires, IAS®) for epidemics and contributed to many publications on the subject. He launched OpenHealth Company in 2015. Dr. Patrick Guérin has been Vice President of France Biotech, the French Association of Biotech and Medtech, until 2018.



## LUCA PAGANO

### CEO, BeMyEye

Luca is CEO of BeMyEye, the European leader in data-driven field marketing. Prior to BeMyEye, Luca was co-founder and CEO of Glamoo, Italy's third largest player in the digital couponing space, acquired by Seat Pagine Gialle in 2014.

Prior to joining Glamoo, Luca was VP of Publishing EMEA at EA Mobile, where he spearheaded the growth of iconic brands like Fifa, Tetris and Need for Speed into the dominant titles of the App Store; from 2001 to 2009 Luca was Managing Director UK & International at Buongiorno, a global leader in mobile Value Added Services (VAS).



# SPEAKERS | Nicholas Hall's European e-Conference • 28 & 29 April 2021



## MIRANDA MAPLETON

**CEO**  
**White Swan**

Miranda looks after all things White Swan. As a Director in global organisations like PepsiCo and Mars for over 17 years, she understands the demands that everyday life can place on our ability to stay healthy and is passionate about seeking ways to help others create a lifestyle that promotes wellness.



## PHIL NORMINTON

**Vice President of Insights**  
**Black Swan Data**

Phil has spent a career driving business impact from data & insight, having led teams, clients and business units in and across developing and developed markets. Phil has operated both agency and client side in a variety of insight, customer strategy and commercial roles. At Black Swan Data Phil leads the team of insight consultant experts, who apply big data and predictive analytics to help global CPG teams create advantaged category strategies, innovation funnels and brand positioning strategies.



## STEVE SOWERBY

**Founder**  
**XPotential**

The Founder of XPotential and Co-Founder of The CHC Training Academy, Steve is a highly experienced Marketer and General Manager with over 30 years of corporate and agency experience. Steve has an in-depth knowledge in Strategy, Positioning, Branding and Team Building as well as being an experienced trainer and facilitator.

Originating in OTC Pharmacy and Prescription Drugs, Steve's knowledge and experience spans globally in areas of FMCG, Pharmaceuticals, Healthcare, Skincare, Retailing, Media and Non-Profit Organisations.



## Day 1: Glimpse into the New Normal

- 9:30: **European market review with a focus on market trends, developments and hot topics in the region**  
**Nicholas Hall**  
*Executive Chairman & Creative Solutions Director*  
*Nicholas Hall Group of Companies*
- 10:10: **Trends Shaping CHC Consumer Behaviour**  
**Franck Bacuet**  
*Insights & Analytics Senior Director*  
*Global Pain Relief Category*  
*GSK*
- 10:40: **Consumer Touch points for OTC in the Modern Era**  
**Grigoris Karelos**  
*Country Director, Balkans & Israel*  
*J&J*
- 11:10: **Cessation of Smoking - new agent on board**  
**Piotr Tutka**  
*MD, PhD*  
*ProfTit*
- 11:40: **How AI can predict the Healthcare trends of tomorrow**  
**Phil Norminton**  
*Black Swan Data*
- 12:10: **How trends in patient led conversation can inform and enhance diagnostic decisions**  
**Miranda Mapleton**  
*CEO*  
*White Swan Charity*
- 12:20 Presentation of Case Studies

## Day 2: Retail Revolution

- 9:30: **Data Sharing between ePharmacies & Manufacturers**  
**Payanotis Gezerlis**  
*Founder & CEO*  
*Convert Group*
- 10:00: TBC e-Pharmacy
- 10:30: **E-commerce: when advanced analytics helps overcoming the OTC multichannel increasing complexity**  
**Dr. Patrick Guerin**  
*CEO*  
*Open Health*
- 11:00: **How IR is transforming retail execution in the pharmaceuticals industry**  
**Luca Pagano**  
*CEO*  
*Be My Eye*
- 11:30: Panel Discussion: Featuring all Day 2 speakers  
Moderated by:  
**Steve Sowerby**  
*Founder*  
*XPotential*
- 12:00: Announcement of winner of the Nicholas Hall CHC Marketing Award 2021  
Summary & Closing
- 12:20: Presentation of the Nicholas Hall CHC Marketing Award 2021



I would like to book :

**Price**

- Price per participant: GB£495  
(for 2 days)
- Site access (unlimited participants from one country): GB£3995
- Global access (unlimited participants anywhere): GB£7995

## Payment Details

- Please invoice my company quoting the Ref / Order no. \_\_\_\_\_
- Please send me a secure link so that I can pay by credit card

Mr/Mrs/Ms/Dr Full Name \_\_\_\_\_ Job Title \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Country \_\_\_\_\_ Postcode \_\_\_\_\_  
Tel \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

If booking two or more places please provide contact details below:

<b>Delegate Two</b> Mr/Mrs/Ms/Dr	<b>Delegate Three</b> Mr/Mrs/Ms/Dr	<b>Delegate Four</b> Mr/Mrs/Ms/Dr
Full name _____	Full name _____	Full name _____
Job title _____	Job title _____	Job title _____
Email _____	Email _____	Email _____
Country _____	Country _____	Country _____

I accept the terms and conditions below and understand that Nicholas Hall International Pte Ltd reserves the right to amend the agenda.

Signature \_\_\_\_\_ Date DD / MM / YYYY

## Terms & Conditions

This conference is being held by Nicholas Hall International Pte Ltd, but for bookings, information and other details please contact our managing agents:  
Nicholas Hall Europe Ltd, 35 Alexandra Street, Southend-on-Sea, Essex SS1 1BW, UK

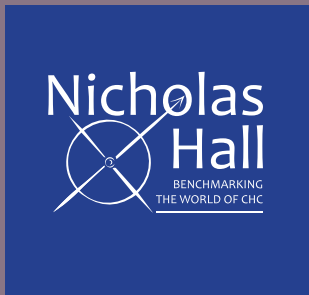
Bookings may be transferred to a colleague, at no extra charge. Notice of cancellations or transfers of bookings must be given in writing. For cancellations received by 28 April 2021 there will be a 50% refund. There will be no refund for cancellations received after 28 April 2021 or cancellations where no written notice of cancellation is received.

If you have any questions about this conference, please contact: [Elizabeth.Bernos@NicholasHall.com](mailto:Elizabeth.Bernos@NicholasHall.com)



# NICHOLAS HALL CHC MARKETING AWARD 2021

To be presented during Nicholas Hall's European e-Conference - 28 & 29 April 2021

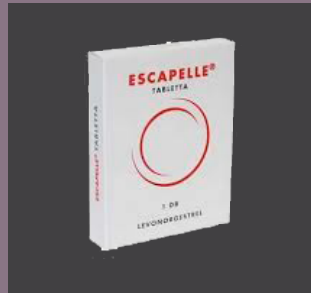


## The Judging Process

Judges will compile a shortlist of 5 entries, and we will ask those shortlisted to send us a 5 minute case study video which will be shown during the first day of our European e-Conference on 28 April 2021. e-Conference participants will then be asked to vote for the winner, which will be announced on day 2 of the e-Conference on 29 April 2021.

**Entry deadline:** 31 March 2021. Send entries to Jennifer at [Jennifer.ODonnell@NicholasHall.com](mailto:Jennifer.ODonnell@NicholasHall.com)

**Entry requirements:** Must have appeared between September 2019 and March 2021



## ENTRY FORM

I wish to enter \_\_\_\_\_ brand name(s) for the Nicholas Hall CHC Marketing Award.

Mr/Mrs/Ms/Dr First name: \_\_\_\_\_ Surname \_\_\_\_\_ Company: \_\_\_\_\_

Job Title: \_\_\_\_\_ Address: \_\_\_\_\_

Post / Zip Code: \_\_\_\_\_ City: \_\_\_\_\_

Country: \_\_\_\_\_

I enclose / will supply separately the material detailed below.

Submissions must be received by 31 March 2021 and must include:

- Covering document (250 words max) giving your reasons why the submitted brand(s) deserve the award
- Brief statement of marketing strategy
- Examples of packaging
- Examples of campaign execution (eg: consumer and trade advertising in film, TV, internet, press or out-of home media, and point-of-sale if applicable). Entries for the Best European CHC Advertising need include only the material you wish the judges to consider.
- An indication of the brand's performance in the marketplace (please note that detailed commercial information is not required)
- If possible we would prefer all TV campaigns to be submitted in mpeg format

By entering, you give permission to include a link to the product website and run the advert on the Nicholas Hall Group of Companies website.

The organiser reserves the right to change the judging panel and selection process without prior notice to entrants.