



Germany Trade & Invest | Friedrichstraße 60 | D-10117 Berlin

May 21, 2015, 11:00 A.M. – 12:00 P.M. EDT (5:00 P.M. – 6:00 P.M. CEST)

## Healthcare Webinar: The German Consumer Healthcare (OTC) Market

### Speaker



#### Gerhard G. Mueller

Principal | Commercial Effectiveness Services, Central Europe | *IMS Health* GmbH & Co. OHG

### Curriculum Vitae

Gerhard Mueller is responsible for IMS Consumer Health’s Commercial Effectiveness Practice in Frankfurt, covering Germany and further countries in Central Europe. He has led a broad variety of projects with major OTC companies in Germany like J&J, Pfizer, Novartis, Klosterfrau etc. as well as medium sized companies and start-ups. His projects always aim to get maximum return on market investments.

Gerhard started his career in the pharmaceutical industry with positions in market research and product management at Organon (now MSD) in Munich. Joining IMS Consumer Health in 1997 as Key Account Manager, he held further positions in sales and marketing in IMS’s Frankfurt and London (EMEA) offices, finally Marketing Director Consumer Health EMEA. In this time Gerhard has substantially contributed to the development of IMS’ Commercial Effectiveness Practice.

In 2009 he left IMS to join a local German consulting company, focusing on the German Consumer Health market, and returned to IMS in February 2015 in his current position. Gerhard holds a BA (Hons) in Business Administration from the University of Regensburg, Germany.

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