

# **CURRICULUM VITAE**

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**WEBSITE:** [www.interpharm-consultancy.co.uk](http://www.interpharm-consultancy.co.uk)

**LANGUAGES:**

<b>French</b>	-	Fluent	<b>Spanish</b>	-	Good
<b>German</b>	-	Fluent	<b>Italian</b>	-	Moderate

**Profile:** Specialist in generics with experience of working with teams on specialist projects. Effective achiever and organiser with extensive Sales & Marketing experience in the international pharmaceutical industry at senior level supported by a technical background. Good computer literacy and analytical skills and ability to run conferences and workshops.

## **CAREER HISTORY**

**Nov 97 to date:** **Interpharm Consultancy** - Running own independent pharmaceutical consultancy providing advice to small and medium sized companies in various European countries and Asia on international marketing strategies. Have also worked with branded Pharmaceutical companies looking for advice on generic defence strategies. Main area of expertise is generics and biosimilars including:-

- Business Development for generic companies
- Defensive strategies for branded companies against generic erosion
- Competitive intelligence for both generic and branded companies and CI companies
- Patent, regulatory and commercial issues
- Out-licensing of generic products to EU and US markets
- Generic product sourcing, arranging contract development and manufacture
- Acting as agent for supplier of generic registration dossiers
- Acting as agent for CRO specialising in clinical work and biostudies

(For details of [Publications and Conference Appearances](#), please see page 3)

**April 1996 to Nov 1997 - RANBAXY (UK) Ltd, London as UK General Manager.**

**Responsibilities and achievements included:**

- Developing a strategic plan for expansion of Ranbaxy's sales in the UK generic market
- Creating the innovative and attractive new “**Big Blue R**” packaging design
- Managing the re-introduction of the entire Rima Pharmaceuticals generic range under the new Ranbaxy “**Big Blue R**” label.
- Setting up warehousing, distribution and invoicing arrangements using external logistics organisation
- Producing price lists, customer mailing lists, advertising materials and promotional concepts
- Recruiting a National Sales Manager, Salesmen, Product Manager, Regulatory Officer
- Negotiating contract manufacturing business with other generic companies in the UK
- Successful launch of generic Cefaclor (=Eli Lilly's DISTACLOR) which represented the first ever launch of an Indian pharmaceutical product onto the UK market
- Taking sales from zero to over £3m Sterling in one year and approaching break-even within 12 months

**July 1993 to April 96- Interpharm Consultancy-** Running own independent pharmaceutical consultancy specialising in providing advice to small and medium sized companies in various European countries on international marketing strategies, product sourcing, assisting with development of promotional materials and translation services.

**January 89-July 93 H.N.Norton (Formerly Harris Pharmaceuticals), Harlow, Essex**

**European Sales and Marketing Manager** for the whole range of unbranded generic products. Geographical area of responsibilities covered Western and Eastern Europe as well as Scandinavia, Israel and New Zealand

**Responsibilities included:**

- developing a strategic plan for expansion of Norton's sales in both Western and Eastern Europe and setting up Norton Poland
- liaising with Regulatory department to develop priorities for product registration on a country-by-country basis
- selection of companies to act as distributors in the specific countries
- negotiation of contracts with distributors, licensees and licensors
- maintenance of commercial contacts with selected distributors and other agents.
- arranging marketing and promotional support, developing promotional materials for distributors
- liaison with Product Development Departments for Inhalation and solid-dose formulations
- acting as Trademarks Manager, building, computerising and maintaining a Trademarks database

**December 87- December 88 Evans Medical Ltd, Horsham**

European Business development Manager with responsibility for the entire range of generics and vaccines in Western and Eastern Europe, Scandinavia and Israel. Activities included:

- Establishing an overall development plan for the company in my territories
- Re-establishing contacts with former customers and creating contacts with new customers.
- Coordinating registration activities in the relevant territories.
- Licensing-in products for Evans

**March 83-December 87 A.H.Robins Ltd, London**

Working in the European Regional Management Office as Assistant Marketing Manager for Europe. This office was responsible for supervising and coordinating the activities of subsidiaries in UK, France, Germany, Switzerland and associated companies in West Europe

**June 78-November 82 Koppel & Co. Ltd-Chemitrade, Tel-Aviv, Israel**

Working in the Pharmaceutical Department representing Hoechst A.G. and Roussel-UCLAF; selling raw materials to local pharmaceutical industry, medical representative work, Product Management, product registration.

**August 77-June 78 Plantex-Ikapharm, Kfar-Saba, Israel**

Area Export Manager for Western Europe, selling the company's range of alkaloids and therapeutic plant extracts as raw materials for European manufacturers.

**August 74-June 77 Roussel Laboratories, London**

Sales Correspondent and subsequently Sales Representative in the Chemical Sales Department, selling bulk raw materials on behalf of Hoechst, Roussel-UCLAF, Sandoz and as well as spot dealing.

**September 73 - July 74 Courtaulds Limited, Coventry**

Conducting research on UV stabilisation of vinyl copolymers in Synthetic Fibres Research Department

**EDUCATION:**

**October 70-June 73** at U.M.I.S.T. obtaining B.Sc.(Honours) in Chemistry (Polymer Chemistry)

**September 63-June 70** at Manchester Grammar School obtaining A-Levels in Mathematics, Physics and Chemistry

**PROFESSIONAL ASSOCIATIONS:** Member of British Institute of Management (1985-2001)

## CONFERENCE APPEARANCES AND PUBLICATIONS

- Presenter of two workshops for IBC Asia: - "**Pharma Pricing - Commercial and Regulatory Strategies**" and "**Pharma Regulatory Affairs**", Singapore, June 2018
- Sole presenter at Business Innovation Institute "**Generics & Biosimilars training 2018**", Basel, Switzerland April 2018
- Joint presenter of generic training sessions at Fleming Events "**Sustainable Strategies for Generics & Biosimilars**", Basel, Switzerland, February 2018.
- Speaker and round Table Discussion chair at Marcusevans "**2<sup>nd</sup> Strategic Product & Portfolio Management for Generics**", Amsterdam, September 2017
- Joint presenter of generic training sessions at Fleming Events "**Sustainable Strategies for Generics & Biosimilars**", Basel, Switzerland, March 2017.
- Moderator of workshop at Marcusevans "**Strategic Product & Portfolio Management for Generics**", Prague, September 2016
- Discussion Panel member at Virtue Insight "**8th Biosimilars Congregation 2016**", London, March 2016
- Speaker and Round Table moderator at **Health Networks 10th Annual World Generic Medicines Congress**, Barcelona, February 2016
- Speaker at SMi conference "**Biosimilars & Biobetters**", London, September 2015
- Presenter of symposium for MK Consulting on "**Intellectual Property and the generic industry**", Istanbul, April 2015
- Speaker and panel member at Virtue Insight "**6th Biosimilars Congregation 2015**", London, March 2015
- Speaker at SMi conference "**Biosimilars & Biobetters**", London, October 2014
- Chairman, **Biosimilar Drug Development World**, for Health Networks, Barcelona, April 2014
- Speaker at "**4th Annual Pharma PPM Toolbox**" Conference for EBCG Zurich, March 2014
- Speaker at Virtue Insight "**4th Biosimilars Congregation 2014**", London, February 2014
- Presenter of symposium for MK Consulting on "**Intellectual Property and its effects on generic markets**", Istanbul, December 2013
- Presenter of half-day workshop for SMi on "**Biosimilars - Regulatory and Commercial Issues**", London, October 2013
- Speaker at SMi conference "**Biosimilars & Biobetters**", London, October 2013
- Presenter of half-day workshop for SMi on "**Generics and IP**", London, July 2013
- Speaker at SMi "**Generics & Patent Strategies**" conference, London, May 2013
- Speaker at Virtue Insight "**2nd Biosimilars Congregation 2013**", London, March 2013
- Speaker at SMi conference "**Biosimilars & Biobetters**", London, September 2012
- Presenter of half-day workshop for SMi on "**Biosimilars - Regulatory and Commercial Issues**", London, July 2012
- Presenter of half-day workshop for Health Networks / Terrapin on "**Biosimilars - Regulatory and Commercial Issues**", London, March 2012
- Chairman of 2-day conference "**Informa Life Sciences' Global Generic Strategy Summit Conference**", Berlin, September 2011
- Presenter of half-day workshop on Biosimilars for **Select Biosciences**, Edinburgh, July 2011
- Presenter of half-day workshops for Health Networks / Terrapin on "**Biosimilars - Regulatory and Commercial Issues**", London, February 2011
- Presenter of half-day workshops for SMi on "**Biosimilars - Regulatory and Commercial Issues**", London, May 2010 and September 2010
- Speaker at SMi "**Generics & Supergenerics**" conference, London, May 2010
- Presenter of Seminar "**IP Master class**", SMi Group, London, December 2009

- Speaker at **Biosimilars India** conference, Mumbai, December 2009
- Presenter of 1-day workshops on “**Generic Medicine, IP/Legal & Regulatory Issues**” for Management Forum, Mumbai, Delhi and Hyderabad – November 2009
- Presenter of workshop on “**Generic Medicine, IP/Legal & Regulatory Issues**” for Management Forum, London, September 2009
- Presenter of Seminar “**IP Master class**”, SMi Group, London, December 2008
- Joint presenter of workshop on “**Generic Strategic Business Models**” together with Dr. Malcolm Ross of Generapharm. at the Global Generics Strategy Summit in Barcelona, March 2008
- Speaker at Global Generic Medicines Summit in London, February 2008 on the topic of “**An Indian Overview**”
- Speaker on the topic of “**Creating a Generic Biodrug Company**” at BioMalaysia 2007, Kuala Lumpur, November 2007
- Presenter of workshop on “**Generic Medicine, IP/Legal & Regulatory Issues**” for Management Forum, London, October 2007
- Presenter of seminar on “**Pharmaceutical Patents and their effects on Generics**” for MK Consultancy, Istanbul, October 2007
- Speaker at Informa congress on “**Legal Strategies for Developing Generic Medicines**” on the topic of “The regulatory framework for biosimilars”, Amsterdam, July 2007
- Presenter of symposium on “**Intellectual Property and its effects on generic markets**”, Istanbul, March 2007
- Speaker at “**New Trends in Generic Medicine**”, Istanbul, March 2007
- Speaker at “**Global Generics Summit**”, London, February 2007
- Speaker at Informa’s “**Generic Portfolio Management**”, Vienna, December 2006
- Speaker at “**IIR 5th Global Generic Strategy Symposium**”, Barcelona, March 2006
- Speaker at “**The Generics Marketplace**” Management Forum symposium, November 2004
- Speaker on “**Impact of generics on branded industry**” at BHIA symposium, June 2004
- Chairman of Independent Ethics Committee for Shandon Clinic 1997-December 2000

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- Regular contributor to Generics Web **INN**sight newsletter
  - Report “**Biobetters - Major Players and Market Prospects**” (*First Word*), July 2012
  - Contributed to a series of reports on various topics with Decision Resources during 2009, 2010 and 2011 including:
    - **U.S. Healthcare Reform**: Impact on the Pharmaceutical Industry
    - Licensing Opportunities: **Neurology**
    - Licensing Opportunities: **Rheumatology**
    - **Drug Price/Cost Debate**: Coping with Escalating Pricing Pressures
  - Paper: “**Value-Added Pharma**” (*Decision Resources Inc*), November 2008
  - Research paper: “**Asia: Threat or Opportunity?**” (*Decision Resources Inc*), May 2008
  - Report: “**Indian Generics, 2008-2012: The Growing Threat to Westernised Markets**” (*Spectra Intelligence*), Published: January 2008
  - Author of Article “**Practical Defense Strategies for Combating Generics Competition**” published by Spectrum (*Decision Resources Inc*), July 2007
  - Author of Article “**An Exploration of Consolidation in the Generics Industry**” published by Spectrum (*Decision Resources*), December 2005
  - Author of report “**Prescription Generics**” published by Arrowhead Publishing USA, July 2005
  - Author of report “**Generics Defence Strategies**” published by Reuters Business Insight, January 2005
  - Author of report “**Growth Strategies in Generics**” published by Reuters Business Insight, July 2004
  - Author of report “**The European Generics Outlook**” published by Reuters Business Insight, April 2003
  - Author of report “**European Generics Markets**”, published by Informa Pharmaceuticals, October 2000