

ASMI Committee of Management

2011-2012

Lindsay Forrest

ASMI President

ASMI Vice President/Secretary 2008-2010; Chair of ASMI Membership Services Subcommittee 2008-2010

Regional Director, Reckitt Benckiser Australia & New Zealand.

Lindsay currently holds the position of SVP Regional Director/CEO for Reckitt Benckiser Australasia (RB) having moved to RB following their global acquisition of Boots Healthcare. He has held the position of Regional Director for RB & previously Boots in Australia for more than 9 years. Previous Boots roles include Regional Director in Europe; Regional Director Asia; Managing Director New Zealand – all Boots/RB roles spanning over 26 years' consecutive service.

Lindsay has very strong consumer healthcare experience and credentials, covering sales and marketing, general management, and multi-country responsibilities. These credentials have helped lead RB (& previously Boots) in Australia to extraordinary growth and performance, and he has not been afraid to push boundaries and engender change (e.g. switch).

Lindsay's Industry Association experience includes several years on the NZ Industry Association Management Committee, brief association with AESGP in Europe, and the last 6-7 years on the ASMI Committee of Management. He leads a team in Australia and New Zealand, committed to their respective Industry Associations, with very strong participation in committees/sub-committees etc.

As a leading company in consumer healthcare, Lindsay and Reckitt Benckiser are committed to the principles and aims of self care, responsible self-medication and quality use of medicines, and to therefore working with/through ASMI to ensuring the right environment and regulatory conditions for this industry to prosper. Lindsay sees serving at all levels within ASMI by member companies is a key means of driving the industry forward.

Mark Sargent

ASMI Vice President/Secretary

Chair, ASMI Self Care Subcommittee

General Manager Australia & New Zealand - Bayer Healthcare Consumer Care

Mark Sargent has over 20 years experience in senior marketing, sales & general management roles. This includes 15 years in the OTC industry in various geographic locations including Australia, the Asia Pacific Region and Global, in the leading multinationals Roche Consumer Health and Bayer Consumer Care. His broad experience covers 3 sales channels, namely pharmacy, grocery, and doctors, with a wide range of both complimentary & OTC products. Mark is currently General Manager for Bayer Consumer Care Australia & New Zealand & has held that position for 5 years.

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Mark has been directly involved with and assisted with the growth of many well known brands in a wide variety of categories, such as Vitamins, Dermatological, Infant Health, Analgesics, Eye care and Shampoos with brands including Berocca, Supradyn, Canesten, Elevit, Bepanthen, Aspro, Naprogesic, Selsun, Murine, Novalac, and Menevit.

Mark has held the positions of Business Development Manager, Global Brand Leader, Regional Customer Development Manager Asia Pacific and more recently the Australia & NZ General Manager role for Roche and now Bayer.

Mark has served for the last 5 years as an active Committee of Management member of the Australian Self Medication Industry body (ASMI) and is the current Chair of the Self Care Sub-Committee. Mark holds an MBA from the Australian Graduate School of Management and a Bachelor of Commerce (Marketing) from the University of NSW.

Trevor Norman **ASMI Vice President/Treasurer** **General Manager, Combe Asia-Pacific**

Trevor has been a member of the Committee of Management, and Executive Sub Committee, since September 2003 and currently holds the position of Treasurer of the Association. In July 2004 he was appointed as an ASMI representative on the TGA and Industry Consultative Committee (TICC).

Trevor is a member of the Institute of Chartered Accountants and currently holds the position of General Manager, Combe Asia-Pacific Pty Ltd having previously held the role of Director of Finance, Operations and Administration. Combe is the world leader in Men's Haircolor and also has a range of feminine hygiene products distributed through both grocery and pharmacy channels.

Prior to commencing with Combe, Trevor spent 17 years as the Financial Controller at Mentholatum Australasia, a company that manufactures and distributes a wide range of OTC products within Australia and New Zealand.

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Ralf Dahmen

ASMI Immediate Past President

ASMI President (2003- 2010)

Honorary Life Member of ASMI

Managing Director, Omega Pharma Australia & New Zealand

Ralf Dahmen began his active membership with the Marketing & Ethics Subcommittee in 1996 (Chair 2001- 2003).

During Ralf's Presidency since 2003, our dialogue with legislative bodies continues to secure and strengthen the credibility of ASMI. Consequently, as part of government consultation with industry, our voice is considered and valued. Locally we partner with other industry associations best highlighted by the Medicines Partnership of Australia (MPA) which Ralf currently chairs. Globally, we liaise with WSMI tapping into the experiences of modelling conducted in other markets - a sharing that is mutual. Our partnership with New Zealand continues through the ASMI/NZSMI Alliance. The open exchange across the issues of the day is encouraged via the sequence of Executive Round Table dinners with key opinion leaders of our industry. In conjunction with a more proactive PR strategy, ASMI is building upon our well established voice with government and our immediate stakeholders to reach a wider audience with commentary on behalf of our members. These and other initiatives promote wider industry awareness of the ASMI brand, ASMI agenda and ASMI opinion and promote the interests of the self medication industry.

Ralf's experience in the pharmaceutical industry spans over 25 years: with Bayer, Pharmacia and Boehringer Ingelheim in Australia, America and Germany. He was most recently the Managing Director of Galderma Australia/New Zealand.

Ralf was made an Honorary Life Member of ASMI in November 2009. He is currently the Managing Director of Omega Pharma Australia & New Zealand.

Leanne Blair

Business Unit Director ANZ Consumer Care – MSD

Bio to come.

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Vincent Cotard

Vice President/General Manager – GlaxoSmithKline Consumer Healthcare

Vincent Cotard is the Vice President & General Manager ANZ, GlaxoSmithKline Consumer Healthcare.

Throughout his career with GSK, which began in the French marketing team of Beechams in 1989, Vincent has held various marketing positions in OTC and mass market businesses internationally. In the last ten years he has overseen the General Management of New Zealand and most recently France and North Africa.

He attended the Business School of Rouen and MBA HEC Paris and has served as VP NZ Self Medication Association (2003), President French Self Medication Association (2008-2011) and Member of the AESGP Board.

Vincent and his family moved to Australia in July 2011 with his wealth of OTC experience to take on the responsibility of the GSK Consumer Healthcare business, with brands such as Panadol, Sensodyne, Nicabate, Macleans, Ribena, Polident, Pronamel, Breathe Right, Biotene and Zovirax. He also has the responsibility of New Zealand.

As one of the leading consumer healthcare companies GlaxoSmithKline ANZ are actively involved with the Association and its working sub-committees.

Tom Crimmins

Managing Director – HealthOne Pty Ltd

Tom Crimmins has over 20 years' experience in healthcare across both consumer and primary care molecules. Tom has worked in marketing and General Management roles in both Australia and extensively across Asia and Europe for Roche Products.

Tom has fluency in Bahasa Indonesian and conversational Japanese language skills. Since coming back to Australia, Tom has worked with many of the top-tier pharmaceutical companies including Roche, Sanofi-Aventis, Blackmores and Taisho of Japan.

Tom has a very strong commercial background and understands the need for greater representation of our industry, amongst key stakeholders, emphasising community health outcomes based on the trend towards preventative health.

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Luke Fitzgerald

Director – sanofi Consumer Healthcare

The current Director Consumer Healthcare for Sanofi, Luke Fitzgerald has been involved with Australia's healthcare industry for the past 15 years.

In his current role Luke oversees the manufacture and distribution of some of the country's most well known complementary and over the counter products including Nature's Own, Cenovis, Ostelin, Telfast, Betadine, Mersyndol and others.

Over the course of his career he has held a range of management and business development roles for Sanofi and other healthcare suppliers across Australia and Asia.

Consistent with Sanofi principles, Luke and his team work to the highest quality and consumer education standards. He is a passionate advocate for the self medication industry and sees his role on the ASMI Committee of Management as a forum to help grow an effective and quality driven industry in Australia.

James Jones

Commercial Country Manager – Nycomed

Bio to come

Phil Lynch

Managing Director, Australia/New Zealand –Johnson & Johnson Pacific

Phil Lynch is the Managing Director of the Johnson & Johnson Consumer Businesses for Australia and New Zealand and was appointed to the role in 2009.

Phil has a 24 year career with Johnson & Johnson that spans Consumer Marketing, Sales and General Management roles in the UAE, Korea, Thailand for Indochina and Singapore. Prior to his return to Australia, he was most recently Vice President Asia Pacific with responsibility for the Johnson's brand portfolio while Singapore based up until 2009. Phil holds a Bachelor in Business Marketing from Monash University.

Johnson & Johnson's consumer brand portfolio covers the OTC, Oral, Beauty Woman's Health, Wound Care and Baby categories which are distributed in Grocery and Pharmacy channels.

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Alan Oppenheim

Managing Director – Ego Pharmaceuticals

Alan Oppenheim has 3 decades experience with the pharmaceutical industry. He is the Managing Director of Ego Pharmaceuticals, an Australian family-owned company that researches, manufactures and markets products to treat and prevent skin diseases and to maintain healthy skin.

Alan has a science degree with first class honours from Monash University. He is a Fellow of the Australian Institute of Company Directors, an honorary life member of the Australian Society of Cosmetic Chemists and a Fellow of the Royal Australian Chemistry Institute. He is a past President of the International Federation of Societies of Cosmetic Chemists, an organisation with 14,000 members in 48 nations.

Alan is a past member of the ASMI Regulatory & Technical Committee, has previously represented ASMI on an Australian Standards Committee and has been a member of an ASMI panel hearing an advertising complaint under the Code of Practice. When the GST was being designed, Alan lobbied the Australian Government and a minor party to prevent GST being applied to sunscreens and with a petition tabled in Parliament, the campaign was successful.

Together with his biochemist wife, Dr Jane Oppenheim, Alan received an Award of Excellence to the Self Medication Industry from ASMI. Alan received an Entrepreneur of the Year Award and in 2010 an Export Hero Award from the Governor General of Australia.

Ego Pharmaceuticals has received 3 Governor of Victoria Export Commendations, an Award for Excellence from SAP and several ASMI awards for Customer Service Excellence. Ego was inducted into the Victorian Manufacturing Hall of Fame and is in the BRW Top 500 Private Organisations.

Paul Rose

General Manager, Australia and New Zealand - Pfizer Consumer Healthcare

Paul has over 23 years of domestic and international senior management experience. His extensive industry involvement in the Consumer Healthcare and Consumer Packaged Goods sectors has helped develop his significant knowledge and understanding of 'over the counter' and 'consumer packaged goods'. Paul has held a wide variety of senior management positions with Cadbury Schweppes and GlaxoSmithKline Consumer Healthcare culminating in his appointment as Managing Director of GlaxoSmithKline Consumer Healthcare New Zealand in January 2007. In 2010 Paul returned to Australia to take on the position of General Manager ANZ – Pfizer Consumer Healthcare.

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Paul has been an active Board Member of various industry associations including previous appointments as Vice President of the New Zealand Self Medication Industry Association and Deputy Chairman of the New Zealand Food and Grocery Council. Currently Paul is a Board Member of both the Australian Self Medication Industry and the Complimentary Healthcare Council of Australia.

Paul has a Degree in Business Management, majoring in Marketing and Communications.