



## **ASMI Committee of Management**

### **Ralf Dahmen**

ASMI President (2003- )

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.

### **Lindsay Forrest**

ASMI VP/Secretary; Chair of ASMI Membership Services Subcommittee

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 for more than 6 years. Previous Boots roles include Regional Director in Europe; Regional Director Asia; Managing Director New Zealand — all Boots/RB roles spanning over 23 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 Boots (& now RB) 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 3-4 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 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. Serving at all levels within ASMI by member companies is a key means of driving the industry forward.

## **Trevor Norman**

ASMI VP/Treasurer

Director of Finance, Operations and Administration, 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 Director of Finance, Operations and Administration with Combe Asia-Pacific Pty Ltd. Combe is the world leader in Men's Haircolor and also has a range of foot care, skin care and feminine hygiene products distributed through both grocery and pharmacy channels. While the business has traditionally focused on Australia and New Zealand a recent acquisition has given it access to a wide range of export markets throughout Asia, the Middle East and Sub Continent which it is now developing.

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, through both grocery and pharmacy channels, within Australia and New Zealand. Trevor commenced his working life at Price Waterhouse in their Corporate Services Division.

Trevor continues a tradition of involvement with the Association of both Combe and Mentholatum and provides a dedicated financial resource for the Association."

## **Jayne Senior**

Chair, ASMI Marketing and Ethics Subcommittee

Managing Director, Mentholatum Australasia Pty Ltd

Jayne Senior is the Managing Director of Mentholatum in Australia and New Zealand. She has held this position since October 2006, previously having worked in the UK and Australia for a range of companies.

Jayne has nearly 20 years experience in senior marketing and general management roles, commencing her career in the UK with Cussons prior to moving to work for them in Australia in 1991. Post Cussons Jayne worked for a number of food companies including Mars and Kraft Foods. She then entered the OTC industry in 2001, working for Novartis Consumer Health across Australasia and after moving to Carter Holt Harvey, then re-joined Novartis in the UK prior to her taking up her current role at Mentholatum.

Jayne holds a Bachelor of Science and Masters of Science degrees from the UK.

## **Paul Brown**

Public Affairs Director, GlaxoSmithKline Consumer Healthcare

Paul has held a variety of pharmaceutical industry roles in Australia and the United Kingdom. In Australia he joined Syntex Pharmaceuticals in a Sales role and progressed into Marketing. Joining Sterling Pharmaceuticals in 1987 he was responsible for marketing a wide range of ethical and OTC brands including Panadol and Panadeine before moving into the Public Affairs role within GlaxoSmithKline Consumer Healthcare.

He has a long association with the ASMI and continues to serve on the Membership Services Subcommittee and is chairperson of the Analgesic Working Group. More recently he has joined the Self Care Subcommittee. Paul also continues to be a member of the Australia Food and Grocery Council Corporate Affairs Committee.

## **Allan Franz**

Managing Director – Wyeth Consumer Healthcare\*

Born and educated in Cape Town, South Africa.

Commerce Degree (Marketing) from The University of Cape Town.

In 1975, Allan moved to Auckland, New Zealand and was employed as a Product Manager with Nestle, working in their confectionary division. In late 1977, he joined American Home Products, Whitehall Laboratories New Zealand division as a Product Manager for their OTC and Consumer brands.

Allan's career with AHP/Wyeth has included extensive Marketing and General Management experience in Australia and New Zealand. He was promoted at the age of 32 to the position of General Manager of Whitehall New Zealand based in Sydney. He held the same management position after the acquisition of A H Robins in 1990 and Lederle in 1995, with the subsequent name change to Whitehall (Wyeth) Consumer Healthcare.

The Consumer business has grown from a turnover of \$5 million in 1990 to over \$100 million today. The Lederle acquisition was the catalyst to drive sales growth with great brands such as Caltrate and Centrum. Established brands Dimetapp, Robitussin and Chapstick provided the foundation for the business and continue to be a major sales and profit contributor to the company today.

The Consumer Healthcare business in Australia and New Zealand is well placed to expand and grow within the large Pfizer organisation. New initiatives through the downscheduling (switch) of Rx to OTC products provide exciting future opportunities.

(\* Wyeth is now a wholly owned subsidiary of Pfizer Inc)

## **Phil Lynch**

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

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

Phil has a 23 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.

## **Andrew Phillips**

OTC Operating Unit Head Australasia and Asean – Novartis Consumer Health

Andrew Phillips is the Head of the Novartis OTC business in Australia, New Zealand and The Asean markets including Singapore, Malaysia, Indonesia, Philippines, Thailand, Vietnam and Cambodia.

Andrew joined Novartis in September 2006 after spending 20 years in the food industry. During this time he progressed through Marketing roles in Unilever, Cadbury Schweppes and Kraft Foods. Andrew was Head of Marketing at both Cadbury Schweppes and Kraft before moving into General Management positions in the UK and China with Kraft.

Andrew holds a Bachelor of Commerce degree from the University of Melbourne.

## **Mark Sargent**

Chair, ASMI Self Care Subcommittee

General Manager Australia & New Zealand, Bayer Healthcare Consumer Care

Mark Sargent has over 15 years experience in senior marketing, sales & general management roles. This includes 10 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 3 years.

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 and the innovative and recent AJP Award winning brands 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 3 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.

## **Leanne Spratt**

Director, Consumer Healthcare, Australasia and Asia Pacific, Schering-Plough Pty Limited

Leanne commenced her pharmaceutical career with Bristol Myers Squibb in 1990 in a sales role. Since then, she has held various senior management positions with Wyeth, Pharmacia, and now Schering-Plough in sales, marketing & business development roles. In a management role at Stryker, Leanne was responsible for the sales and marketing of prosthetic devices in Australia & New Zealand.

Leanne has managed healthcare brands on a global, regional and local level and developed global brand strategies in a variety of distribution channels, including pharmacy, grocery and public & private health systems.

Leanne holds a Master of Business in Marketing from the University of Technology, Sydney and a Bachelor of Applied Science in Nutrition from the University of Western Sydney.