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MEDIA STATEMENT

ASMI appoints new Marketing & Business Development Director

The Executive Director of the Australian Self-Medication Industry (ASMI), Dr Deon Schoombie, today announced the appointment of Ms Filomena Maiese as the new Marketing & Business Development Director of ASMI.

Ms Maiese has spent the last 15 years within the consumer healthcare industry, working for Warner Lambert Consumer Healthcare, Pfizer Consumer Healthcare and, more recently, heading the over-the-counter (OTC) division of Johnson & Johnson Pacific as Franchise Director.

Dr Schoombie welcomed Filomena to ASMI, and said he looked forward to working with her to further strengthen and develop the interests of ASMI and its members.

"Filomena brings with her a very strong commercial and marketing perspective, coupled with a great understanding of the OTC industry. We believe she will add significant value to ASMI and its members."

Ms Maiese has previously worked alongside ASMI as chair of its Marketing & Ethics Committee, as well as involvement with the ASMI Self Care Committee, the Pseudoephedrine Taskforce, and the Codeine Committee.

Ms Maiese said she was excited to be joining ASMI and is confident that her broad industry experience will help her to understand and advance member needs and issues.

"I am looking to connect closely with members to understand how ASMI can better support their business, and to ensure they benefit from being a part of a highly-respected industry body," said Ms Maiese.

Ms Maiese will commence her new role at ASMI on 1 August.

About ASMI: The Australian Self-Medication Industry (ASMI) is the peak industry body for the Australian self care industry representing consumer healthcare products including over-the-counter medicines and complementary medicines. ASMI's mission is to promote better health through responsible self-care. This means ensuring that safe and effective self-care products are readily available to all Australians at a reasonable cost. ASMI works to encourage responsible use by consumers and an increasing role for cost-effective self-medication products as part of the broad national health strategy. www.asmi.com.au

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