

Alan Sheppard, Global Head Generics, Thought Leadership, IMS Health

Alan Sheppard has over 40 years extensive experience within the healthcare industry, including innovator R&D pharmaceuticals, OTC and generic companies and working with Government departments, law firms, venture capital companies and industry associations.

Heading up the global generics arm of IMS Health's Thought Leadership Alan is responsible for developing the services provided to the industry and its associations on generic medicines and biosimilars through a combination of consulting, information and market analyses.

Positions held include Executive Vice-President, Europe Generics, for Dr Reddy's Laboratories Ltd. In this role he was responsible for devising and implementing Dr Reddy's generic strategy to enter the major markets of Europe through start-ups and acquisition of companies and products. He was responsible for the development pipeline for Europe as well as establishing partnerships to form alliances.

Prior to this he was Vice-President of Global Corporate Strategy for PLIVA, responsible for the strategic approach to the businesses of NCE development, generics, specialities, OTC and diagnostics. Previously he was Vice-President Western Europe. Prior to this, Alan was European Marketing Director for Medeva, where he was responsible for UK sales and marketing, European strategy, the global vaccine business and contract manufacturing.

Earlier career positions include General Manager, Rhône-Poulenc Rorer UK, Marketing Director, Revlon Healthcare, General Manager, Institute Mérieux UK, and management roles with Servier Laboratories, SmithKline & French and Upjohn.

Alan is also Chairman of the Technical Advisory Group for the Access To Medicines Foundation which is an NGO, funded in part by the Gates Foundation with the objective of improving access to medicines in Africa and other least developed countries.

Alan is also an expert witness on patent litigation issues and their commercial impact, working with leading international law firms. He is also a guest lecturer at the University of Wales working in the medicines faculty specialising in pharmaceutical marketing and the role of clinical trials within the marketing mix. As such he provides training of pharmaceutical physicians within the British Association of Pharmaceutical Physicians programme.

Alan was a long serving member of the Prescription Medicines Code of Practice Authority Appeals Board, a Fellow of the Chartered Institute of Management, and Fellow of the International Doctors' Association and a Member of the Chartered Institute of Marketing.