

Eric Noehrenberg , Director, Public Affairs for Market Access, **Shire Pharmaceuticals Group Plc**

As Director, Public Affairs for Market Access, I am responsible for working closely with Shire's Local Operating Companies (LOCs) and Business Units in developing and coordinating the implementation of international public affairs strategies for markets outside the USA. In particular, these strategies involve expanding outreach to key stakeholders, such as government officials, parliamentarians, and patients' organisations. I also serve on Shire's Responsibility teams with regard to refining Shire's policies on access to medicines and pricing policies. Drawing on extensive previous experience in government relations and stakeholder outreach in Asia, Latin America, the Middle East and Africa, I have collaborated with colleagues across the business in developing public affairs approaches and reviewing political issues concerning current and possible future expansion markets.

I have over 19 years experience in international public affairs from the public and private sectors. Previous to joining Shire, I was Director of International Trade and Market Issues, and Director, Public Health Advocacy, at the International Federation of Pharmaceutical Manufacturers & Associations (IFPMA) for ten years, in which I was responsible for coordinating the R&D Industry's positions vis-à-vis international organizations and international policies affecting the pharmaceutical industry. Furthermore, I worked closely with Member Companies and Associations in key industrialized and emerging markets in Europe, APAC, Latin America, Africa and Canada in negotiations with national authorities on issues of international importance. I have also Chaired and/or served as an Expert Panelist/Keynote Speaker at international conferences, workshops and meetings in dialog and debate with representatives of national governments, patient organizations, generic companies, and international organizations in the areas of access to medicines, intellectual property policy issues, drug counterfeiting, parallel trade, and R&D for diseases affecting developing countries.

Prior to IFPMA, I served the Joint United Nations Programme on HIV/AIDS (UNAIDS) as External Relations Officer, Donor and Corporate Relations, from 1996-1999 and the World Economic Forum (WEF) as Program Manager from 1994 to 1996. I started my career at CIBA-GEIGY (later Novartis) as a Policy Analyst in the Department of Pharma Policy and Economics.

I have a doctorate cum laude from the University of Tübingen, Germany; a Masters of Public Policy degree from Harvard University; and a BA from Princeton University.