

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

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

Educated at Bradford University and gaining a 2.1 honours degree in Chemistry he joined the world of pharmaceuticals moving through sales, marketing, R&D, production, strategic planning and finally general management.

Heading up the global generics and biosimilar 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. He also works closely with the innovative industry on generic defence and pricing strategies. Through this unique combination of interactions he is able to give a holistic view of how specific markets are developing and how future healthcare demands could be met by using affordable medicines alongside newer more expensive breakthroughs allowing for optimal patient access to the medicines they need.

He is a regular speaker at global conferences on biosimilars and generics and addresses the European Generics Association at their annual biosimilars congress and annual association meeting. He provides market backgrounds for the Barclays annual investors meeting as well as well as specific assignments in Mexico, the Middle East, Central and Eastern Europe, China, Japan and India.

He has been involved in biosimilars since the first products were introduced and his insights on pricing, positioning and geographical opportunities alongside the relevance of the molecule and country specifics are often sought.

Previous 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 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.