Access to Experts

Philippe Zell , Senior Vice President and Chief Marketing Officer , Novartis Consumer Health

Philippe Zell is Senior Vice President, Head of Global Categories and Chief Marketing Officer for Novartis Consumer Health's Over-the-Counter Business Unit (OTC).

In this role, he oversees all categories and marketing activities associated with a the growing OTC business. This includes delivering short-term product and commercial innovation to the Regions so that they meet their fiscal year financial targets, supporting thelocal commercial operations, and delivering long-term initiatives to achieve strategic plan commitments.

Philippe has extensive experience in formulating winning business strategies, developing plans and implementing the requisite organizational structures to ensure their efficient and successful executions.

During his tenure with Novartis Consumer Health, Philippe has served in several Senior Leadership positions in operational and category General Management. He started as Health & Functional Food (H&FF) Global Business Unit Head. After the divestment of the H&FF business unit, he moved as General Manager of the Swiss OTC unit. He was then appointed Vice-President Marketing OTC EMEA and Global Category General Manager for the Derm business franchise.

Prior to joining Novartis Consumer Health in 2001, Philippe served in Senior Marketing positions with Procter & Gamble for 11 years in Switzerland, the Near East and Hong Kong in Laundry, Paper, Health & Beauty Care and Food business units. His last position at P&G was European Marketing Director Snack Food where he led the geographical expansion of Pringles in Western and Eastern Europe.

He has a Master of Science Degree in Chemical Engineering from the Ecole Polytechnique Fédérale de Lausanne. He resides in Pully, Switzerland with his family.

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