

## Suggested Introduction

Ladies and gentlemen,  
dear colleagues,

It is a pleasure for me to introduce  
Günter Umbach from Healthcare  
Marketing Dr. Umbach & Partner.

Günter is a physician by training.  
He is also a book author, lecturer and  
member of the Institute for Management  
Consultants of the USA -  
and he has 12 years of experience  
in medicine and marketing of the  
pharma industry.

Günter now works as trainer and  
consultant for marketing professionals  
in European healthcare companies.