

HEALTHCARE MARKETING DR. UMBACH & PARTNER

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Günter Umbach, M.D., consultant, trainer, writer and entrepreneur, helps medical and marketing professionals in healthcare companies strengthen their market position. They benefit from his experience as medical advisor, senior product manager, medical director, marketing director and global team leader in the research and generic pharmaceutical industries. Under Dr. Umbach's leadership, a major cardiovascular brand achieved record sales of more than one billion euros.

His clients in twelve countries include pharmaceutical and medical device companies as well as advertising agencies, clinical research organisations and communication firms.

Dr. Umbach is a board-certified gynecologist, a former research fellow at the University of Texas in Houston, a Senior Associate of Management Centre Europe in Brussels, a guest professor for healthcare communications at the University of Bilbao and a lecturer for the *Master of Pharmaceutical Medicine* at the University of Duisburg-Essen.

Clients benefit from his memberships in the Marketing and Sales expert group of the German Speakers Association, the Global Speakers Federation, the CoheChange International Network and the Institute of Management Consultants USA.

Interviews, articles, an English audio book and books published in three languages illustrate how to succeed in the healthcare business. For free tips, ideas and additional information, please visit www.umbachpartner.com.