

Suggested Introduction

Ladies and gentlemen,

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

By training, he is a physician. 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.