



JOHN ANSELL

Since 1989 John Ansell has been a pharmaceutical industry consultant based in Thame, UK. He concentrates on international projects with a commercial and strategic emphasis, reflecting his previous industry experience. John has worked with Medius Associates on many projects since 1999 to date.

A Biochemistry graduate with an MA in business studies, John Ansell's 20 year career in the UK and Holland included positions with Organon, Schering AG, Fisons, Solvay and Glaxo Holdings (1985-89), where he spent most of his time on the international marketing strategy of Zantac, during the middle phase of the life of that product. This has been followed by 15 years as a consultant. For the past nine years he has undertaken UK product searches for clients.

He has also been a frequent conference speaker on many aspects of international marketing and business development. He has also spoken frequently on mergers and alliances.

John Ansell is well known in the pharmaceutical industry for his expertise on deals. He has a very broad experience of analysing deal from generics to genomics. His published articles and industry conference presentations have over the past few years stressed the need for divestment, particularly in recently merged companies. John Ansell is also the author of many articles on commercial pharmaceutical themes. His most recent Decision Resources article is Determining Pharmaceutical Products' Staying Power.