

# 2023



BusinessatOECD  
Health Forum

## **Health as a key for economic resilience**

09:00 - 17:00 • 5 October 2023  
OECD Conference Centre • CC15



BUSINESSatOECD



***Business at OECD (BIAC)*** speaks for business at the OECD. Established in 1962, we stand for policies that enable businesses of all sizes to contribute to growth, economic development, and prosperity. Through *Business at OECD*, national business and employers federations and their members provide expertise to the OECD and governments for competitive economies, better business, and better lives.



## Health as a key for economic resilience

09:00 - 17:00 · 5 October 2023  
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09:00 - 09:30	<b>Welcome and registration</b>
09:30 - 09:45	<b>Opening remarks</b>
09:45 - 10:00	<b>Opening keynote</b> Health as a key for economic resilience
10:00 - 11:15	<b>Panel 1</b> From discovery to the public and patients: data driven value creation, measurement & planning
11:15 - 11:30	Coffee break
11:30 - 12:45	<b>Panel 2</b> The power of prevention: how to further improve health resilience and connect the dots
12:45 - 14:00	Networking lunch
14:00 - 14:15	<b>Keynote</b> Interlinkages of health and environment
14:15 - 15:30	<b>Panel 3</b> Investing in innovation: decarbonization in the health sector
15:30 - 15:45	Coffee break
15:45 - 17:00	<b>Panel 4</b> Strategic partnerships for common goals
17:00	<b>Closing remarks</b>

# Event Moderators



**Rebecca Richmond**

Chief Innovation Officer,  
UnitedHealth Group

**Rebecca (Bec) Richmond** is an expert in international health and social care strategy. In her current role as Director at Optum UK Advisory practice (part of UnitedHealth Group) Bec works with integrated care systems within the National Health System (NHS England) to develop and implement population health management strategy.

UnitedHealth Group (NYSE: UNH) is a Fortune 5 healthcare and well-being company with 400,000 team members in two distinct and complementary businesses — Optum and UnitedHealthcare — working to help build a modern, high-performing health system. UnitedHealth Group works with governments, employers, partners and providers to care for 152 million people and share a vision of a value-based system that provides compassionate and equitable care.

Prior to Optum, Bec served as Managing Director at The Advisory Board Company (acquired by Optum in 2020) where she had an international career consulting health leaders and facilitating C-suite and government level events on innovative health strategies. She is an author of several studies on best practices in communications and employee engagement across healthcare.



**Rokas Morkunas**

Policy Manager & Strategic Member  
Engagement, *Business at OECD*

**Rokas Morkunas** oversees *Business at OECD's* (BIAC) relations with global business network and stakeholders, manages external campaigns and co-directs corporate engagement program, which brings together multinational corporations from a wide range of sectors in support of our mission. He also leads BIAC's policy initiatives on food and agriculture, health and well-being, as well as SME and entrepreneurship. Prior to joining *Business at OECD*, Rokas gained professional experience working with the United Nations in New York and in public policy consultancy in Vilnius. Rokas holds a Master's Degree in International Security, focusing on Diplomacy and a Bachelor's Degree in Political Science from Sciences Po Paris. He is a Lithuanian national, fully fluent in English with good knowledge of French.

# Opening Remarks

**Hanni Rosenbaum** is the Executive Director of *Business at OECD* (BIAC). In this role, she leads our business diplomacy efforts with the OECD and its members, guides the strategy and policy engagement of our Paris-based office, and ensures we adequately reflect the views of our national member organizations in our communications with the OECD and stakeholders. She works together with our Executive Board to drive our mission forward and oversees our budget. She previously worked at the Nürburgring/Circuits International in Germany, the European Parliament in Brussels, and Brussels-based global recycling industry association, BIR. She holds advanced degrees in French and English, in applied economic sciences from the Hautes Etudes Commerciales in Brussels and in international relations from the Centre for Diplomatic and Strategic Studies in Paris. She joined *Business at OECD* in 1997 and held positions of increasing responsibility. She is fully fluent in English, French and German, and speaks Russian. She also has a black belt in karate and is involved in community projects teaching French for foreigners.



**Hanni Rosenbaum**

Executive Director,  
*Business at OECD* (BIAC)

**Mr. Yoshiki Takeuchi** was appointed Deputy Secretary-General in November 2021. His portfolio includes the strategic direction of the OECD policy on Tax, Financial and Enterprise Affairs along with the Centre for Entrepreneurship, SMEs, Regions and Cities. He also represents the OECD at the Financial Stability Board and guides OECD work with the Asia-Pacific region. Mr. Takeuchi has had a distinguished career over nearly four decades at the Japanese Ministry of Finance. Prior to joining the OECD, he served as Special Advisor to Japan's Minister of Finance. He was Vice-Minister for International Affairs (2019-2020), Director-General of the International Bureau (2016-2019) and has held other senior positions including as Deputy Minister in many international fora such as G7, G20, IDA and International Monetary and Finance Committee. Mr. Takeuchi has a wealth of experience in the field of international economy and finance. He worked closely with international organisations including the IMF, the World Bank, the Asian Development Bank and other regional development institutions. He also led Japan's G20 Presidency finance team with a particular focus on digital taxation, quality infrastructure investment, capital flow management and global imbalances. Mr. Takeuchi holds a B.A. in Law from University of Tokyo, a MPhil in Economics from University of Oxford and conducted research at Chatham House.



**Yoshiki Takeuchi**

Deputy Secretary General, OECD

# Keynote Speakers



**Dame Vivian Hunt**

Chief Innovation Officer,  
UnitedHealth Group

**Dame Vivian Hunt** is the Chief Innovation Officer at UnitedHealth Group where she works with the technology, growth, and strategy teams to pursue new technologies and innovations within healthcare, with a focus on making healthcare accessible to all.

Prior to joining UnitedHealth Group, Dame Vivian was a senior partner at McKinsey & Company where she created and led their Healthcare and Life Sciences practice in Europe, the Middle East and Africa, and more recently serving as the managing partner of the United Kingdom and Ireland offices.

During her career, Dame Vivian has worked in the healthcare industry to help tackle complex issues in the public, private and third sectors. In addition to this, she led work on the impact of technology on work, economic development and linking Inclusion and Diversity to financial performance.

Dame Vivian started her career in the Peace Corps, serving as a midwife in rural Senegal. In addition to the above, Dame Vivian is the Chair of Teach First and the Black Equity Organisation; she is a member of the Harvard Board of Overseers, a Trustee of the British Museum and on the governing Board of the Southbank Centre.

In 2022, she received a Lifetime Achievement Award from the Strategic Management Society. In 2018, she was appointed Dame Commander of the Order of the British Empire for services to the economy and women in business.



**Laura Gutierrez**

Vice President, Head of Global Corporate  
Public Affairs and Policy, Sanofi

**Laura Gutierrez** is Vice President, Head of Global Corporate Public Affairs and Policy at Sanofi, since March 2020. Laura and her team oversee and define Sanofi positions on key healthcare issues where Sanofi can have a positive impact. She is responsible for driving Sanofi's voice and engagement with key international organizations, regional institutions, and trade associations. As part of her team's key priorities are climate and health, diversity and inclusion in healthcare system and creating a sustainable environment for innovation. Laura was also Head of European Public Affairs at Sanofi from 2018 until 2020. Prior to Sanofi, Laura worked for Celgene and held the positions of Head of Market Access and Corporate Affairs in the UK and Ireland and Head of Government Relations Europe. Laura also has 8 years of experience at Novartis, working in the functions of Public Affairs Europe and in the Market Access team in Spain.

# Panel 1

## **From discovery to the public and patients: data driven value creation, measurement & planning**

This panel will explore the critical aspects of utilizing data-driven approaches in healthcare. We will discuss the significance of digital platforms in driving innovation and collaboration within the biopharmaceutical and health technology sectors. Additionally, we will examine the role of real-world data and artificial intelligence (AI) in future planning, improving patient care, and enhancing operational efficiency. Through these discussions, we aim to highlight transformative approaches that harness data-driven insights to drive positive change in healthcare delivery and outcomes.



## Ricardo Baptista Leite

CEO, the International Digital Health  
& Artificial Intelligence Research  
Collaborative (I-DAIR)

**Ricardo Baptista Leite**, Chief Executive Officer (CEO) of the International Digital Health and AI Research Collaborative (I-DAIR), a Geneva-based organization striving to enable and improve access to inclusive, impactful and responsible research in the areas of Digital and Artificial Intelligence (AI) with focus on healthcare. Founder and President of UNITE Parliamentarians Network for Global Health, a global platform of current and former members of parliaments, congresses, and senates, present in more than 90 countries. UNITE is an official partner of the World Health Organization.

Vice Chair of the Parliamentary Network of the World Bank and International Monetary Fund (IMF) (2nd term). Global Ambassador of the 'G20 Health & Development Partnership' aimed at advising and advocating G20 countries on health policies aligned with the UN Sustainable Development Goals. Chair of the Center for Global Health at NOVA Information Management School (NOVA IMS).

Founder of CREATING HEALTH – Research and Innovation funding, a sustainable nonprofit which has been set up within the Católica University of Portugal to help capture funding for health innovation and research projects (<http://creatinghealth.ics.lisboa.ucp.pt>). Author of the book “A Road to the Cure – Proposals to fix the Portuguese Health System” (PT, 2020), Main author of the book “Citizenship for Health” (PT, 2015) and of the book “Strategic Consensus on Integrated Management of Hepatitis C in Portugal” (PT, 2014), among other publications.



## Francesca Colombo

Head of Health Division, OECD

**Francesca Colombo** M.Sc. is Head of the Health Division at the Organisation for Economic Co-operation and Development. In this capacity, she leads OECD work on health, which aims at providing internationally comparable data on health and health systems and applying economic analysis to health policies, advising policy makers, stakeholders and citizens on how to respond to demands for more and better health care and make health systems more resilient and people centred. Major activities of the OECD Health Division cover the response to the COVID-19 crisis and solutions to make health systems more resilient; trends in health spending; measuring of health care outcomes, activities and inputs; health care quality policies; assessing health system efficiency and value for money; health workforce; long-term care systems and ageing; the economics of public health; pharmaceutical policies, new technologies, big data and Artificial Intelligence in health (<http://www.oecd.org/health>). Ms Colombo is a member of the Lancet Commission on COVID-19, the Advisory Committee of the European Health Forum Gastein, the French government's Commission des comptes de la santé, and served as co-chair of the WEF Global Future Council on Health and Health Care, and other international advisory panels. Mrs Colombo has over 25 years of experience leading international activities on health and health systems. Over her career, she travelled extensively in Europe, South America and Asia, advising governments on health system policies and reforms.



**Dr. Paul Garassus** (Neurologist, MD), President of the UEHP since 2015, Vice President SFES French Health Economics Society since 2008 and President of the Scientific Council of BAQIMEHP (BAQIMEHP Professional Formation and Analysis for the Private Sector of French Hospitalisation) represents the private sector at the European level since 2008. UEHP supports development of certified private hospitals in contract with national social insurance, for innovation and sustainable health systems in EU27.

He contributed to personal development and risk management formation to health care professionals. He is involved in professional formation in business school and university. Experienced in meetings on healthcare innovation and management, quality and technology assessment, his contribution concerns professional health care reforms following financial crisis in Europe, relationship with patients and health professionals, related to quality and information. Recent communications were dedicated to sustainable development including “Green Hospitals”, and gender equality in healthcare professionals.

As expert, he is partner in the following actions: HTA Stakeholder Network of the European Commission, EU Expert Advisory Group on Health System Resilience & Sustainability Partnership for Health System Sustainability and Resilience (PHSSR), and in the External Advisory Group to the European Taskforce of Harmonised Evaluation of Digital Medical Devices in the EU. Invited to major international meetings, he is in direct contact with EU officials and policymakers, health economics academics and industries. He coordinates private healthcare sector publications and communication with policymakers at the national and European level.

**Dr. Jun Suzuki** is currently the Senior Advisor of Teijin Limited and was previously the Chairperson and Member of the Board at Teijin Limited. From 2014 to 2022, he was the President & CEO of the company. Since joining the company in 1983, he has played several leading roles in Teijin Group's global operations in both material and healthcare/pharmaceutical businesses, placing “humanness” at the center of his work in the fast-changing era of digital technology.

Dr. Suzuki served as the Executive Member of the Policy Board of the Japan Business Federation (Keidanren) and Vice Chairman of the Japan Association of Corporate Executives (Keizai Doyukai). He represents Japanese business communities in high-level multilateral fora, and contributes to numerous business initiatives with key government, private sector, and civil society partners. Most recently, he was appointed as a Member of APEC Business Advisory Council (ABAC) by Japan's Prime Minister Kishida, and actively collaborates with other APEC economies to explore mutually beneficial steps to advance “digital health” in the APEC region.

Dr. Suzuki holds a BSc and a MSc in Zoology from the University of Tokyo. He also received a PhD in Neuroscience from Osaka University.



**Dr. Paul Garassus**

President, European Union of  
Private Hospitals (UEHP)



**Dr. Jun Suzuki**

Senior Advisor, Teijin Limited



## Paola Valinotti

Senior Biopharma Patient  
Access Advisor

**Paola Valinotti**, pharmaceutical business leader with 25 years of experience and a special focus in accelerating patient access to healthcare, started her healthcare career at Roche. She held positions of increasing responsibility across multiple functions including Finance, Strategic Planning, Commercial Operations and Market Access. As a Global Access Planning Leader at Roche's headquarters in Switzerland, she led the design and implementation of patient access strategies in oncology across 70+ countries, which resulted in thousands of patients securing access to innovative oncology treatments. The success of these programs relied on the co-creation of tailored solutions in collaboration with key healthcare stakeholders. This collaborative approach has been a constant throughout Paola's career. She contributed to industry-wide initiatives such as "Access Accelerated" and the "City Cancer Challenge" which united private and public partnerships in improving healthcare across diverse markets. In her last role in Biogen, she was instrumental to the geographic expansion of rare disease treatments through the implementation of innovative access schemes across Asia Pacific, Latin America and the Middle East. Paola's ability to co-create solutions across multiple stakeholders is underpinned by industry experience and certified training as a facilitator and coach. Currently she acts as an independent consultant for companies and organizations to help them advance their patient access initiatives.

Originally from Argentina, Paola is also a citizen of Italy and Switzerland, where she lives. She holds double master's degrees in business administration from the University of Bern (Switzerland) and the University of Rochester (New York, USA) and a bachelor's degree in business administration from the National University of Cordoba (Argentina). She was also an international student at Goethe University (Frankfurt, Germany) and Fudan University (Shanghai, China).



## Philippa Gray

Head of Product Delivery & Data  
Operations, Johnson & Johnson

**Philippa Gray**, digital leader pushing the boundaries of what is possible in the Medtech industry. Current focus: digital health tech strategy, non medical and medical device software product delivery, AI/ML in healthcare.

# Panel 2

## **The power of prevention: how to further improve health resilience and connect the dots**

This panel will address key aspects of health resilience and preventive measures in light of the COVID-19 pandemic. It will emphasize the importance of healthy lifestyles and physical activity, explore innovative approaches to foster sustainable Universal Health Coverage and resilient health systems, and discuss the evolving healthcare landscape and identify the requisite skill sets for the future health workforce. Through these discussions, we aim to provide actionable strategies for promoting health resilience and preventive measures, contributing to the well-being of populations.



## Kent Orrgren

CEO, World Class Romania and  
President, Romania Active

**Kent Orrgren** is CEO of World Class Romania, the largest health and fitness network in Romania with 43 Premium clubs across the country, having more than 34 years of experience in the International health & fitness industry.

Kent is the President of Romania Active ([www.romaniaactive.ro](http://www.romaniaactive.ro)), the Romanian H&F Industry association and one of the founding members that created the association during the pandemic and had been the driver of getting deductibility for the Industry implemented with a dedicated tax law for our Industry.

Kent has held various leading top-management positions for leading fitness chains in Sweden, such as SATS and Nautilus (Now Actic). Kent is the Chairman of a Nordic educational company Wellness Education & Technology, with brands SAFE, AFPT and the Academy, the leading education company for Instructors and personal Trainers.

He holds an EMBA in Financial Management from Stockholm School of Economics.



## Francois Sandre

Head of Europe, Sanofi Vaccines

**Francois Sandre** is the Head of Europe region for Sanofi Vaccines entity. He has more than 25 years of experience in the pharmaceutical industry, with a variety of experiences and skills in global marketing, franchise management and commercial operations.

Francois is responsible for the development of Sanofi vaccines business in the Europe region, after being in charge for the same responsibilities for Asia and JPAC region. He oversees the growth and commercialization of Sanofi's portfolio of vaccines, ensuring smooth operations across the region with sustainable revenue streams.

He began his career with Sanofi Vaccines in product management and global marketing before transitioning to a leadership role in Franchise Management, including leading the Pediatric Franchise, where his experience ranges from franchise and lifecycle strategy, product launches, contributing to optimal product supply plans, and strategic guidance for product allocations. He assumed the role of Vice President of Franchise and Product Strategy, where he led 4 franchises and 5 transversal platforms, including Value and Access, Innovation, and New Technologies, to strategize the identification of vaccine targets and market access.

Francois received his Doctorate of Pharmacy and his Masters in Pharmaceutical Marketing from the University of Lyon in 1997. He is also an alumnus of INSEAD, IMD and MCE executive programs.

**Brian Morris** is Founder and CEO of Aspria, one of Europe's foremost high-end health club brands – a portfolio of large-format wellbeing and lifestyle destination clubs that pride themselves on their breadth of offering, high service standards and loyal members.

Aspria was officially founded in March 2000 and Morris has been both the driving force behind the growth of the business and the key link between all the stakeholders.

The Aspria branded, family-orientated facilities have recently been joined by the Group's launch of a new brand of affordable, family sports clubs, Aspresso. The combined group now comprises twelve clubs and new projects across Germany, Belgium, Italy and Spain. Combined membership exceeds 40,000 adult and child members, looked after by a team of 600 employees and specialist freelance support.

A qualified chartered surveyor [Real Estate Professional], Morris has extensive experience in both property development and leisure club operation in the UK and across mainland Europe.

Morris lives between London and Italy and when it comes to work, his passion lies in creating very special places, incredible teams and sharing his interest in facilitating a healthier lifestyle for all ages and all income levels. He is an Advisory Board Member of the GHFA and a President's Council member of EuropeActive.



**Brian Morris**

CEO & Founder, Aspria Clubs

**Dr. Rüdiger Krech** is the Director of the Department of Health Promotion at the World Health Organization (WHO) in Geneva since September 2019. He heads WHO's work on risk factors such as tobacco consumption and harmful use of alcohol; he is responsible for work on health-promoting settings and programs for more physical activity. In addition to the normative work, his team supports Member States with appropriate health promotion instruments, such as health literacy, empowerment and community engagement, public health legislation and fiscal measures to design well-being societies. Prior to this, Dr. Krech was Director of Universal Health Coverage and Health Systems and played a key role in placing this issue on the global health agenda. From 2009-2014, Dr. Krech was the Director of Social Determinants of Health, Human Rights, Ethics and Equity. Prior to joining WHO, Dr. Krech worked at the German Agency for International Cooperation (GIZ), where he developed and implemented the Social Protection agenda for Germany's development cooperation, and at the WHO Regional Office for Europe in Copenhagen, where he was Head of Unit for Healthy Ageing. He studied educational science and human medicine and was one of the first public health (MPH) graduates of a German university in 1991. He was awarded a doctorate in public health (DrPH) at the University of Bielefeld. Dr. Krech is married and has three adult daughters.



**Dr. Rüdiger Krech**

Director of the Department of  
Health Promotion, World Health  
Organization (WHO)



## Ufuk Eren

Head of Innovation in Health Sub-Working Group, TUSIAD, Founding Partner and CEO, Volitan Global, Healthcare & Life Sciences Sector Leader, EY

**Ufuk Eren** is a highly accomplished healthcare professional, investor, and respected advisor. With a career spanning several decades, Mr. Eren has held numerous senior leadership positions in the healthcare industry and is widely regarded as a thought leader in the field. Currently, Mr. Eren is the Founding Partner and CEO of Volitan Global, a consulting firm that offers a range of services that include consulting, innovation management and investment which specializes in healthcare and life sciences sectors. In addition to his role at Volitan Global, he is Sector Leader at EY as Healthcare and Life Sciences Sectors for Turkey and Healthcare Sector Senior Advisor for Central, East, Southeast Europe and Central Asia (CESA). Eren is a partner and member of the management board at Aescuvest GmbH, the leading investment platform in Healthtech and Medtech in Europe. Furthermore, at DXNow Inc, he is a partner and member of the executive board, which provides innovative solutions for assisted reproductive technology in humans and animals.

Prior to his current roles, Mr. Eren spent nearly 20 years at Siemens, where he held various executive positions such as CEO of the Clinical Products Division for Central Eastern Europe and the Russia & Central Asia Regions, CEO of South Asia Region, CEO of Siemens Healthcare Eastern Mediterranean Cluster, and General Manager of Siemens Healthcare Turkey. Mr. Eren was in management roles in big hospital groups in Europe and Turkey. Mr. Eren is also the founder and a board member of TUSAP (Turkish Health Platform) and SAGEL (Future Leaders in Healthcare) platforms. These platforms reflect his dedication to advancing the healthcare industry and mentoring future leaders.



## Wolfgang Philipp

Acting Deputy Head of the new Health Emergency Preparedness and Response Authority (HERA), European Commission

**Mr. Wolfgang Philipp** is Head of the Intelligence gathering, analysis and innovation Unit of the new Health Emergency Preparedness and Response Authority (HERA) in the European Commission. HERA's mission is to prevent, detect, and rapidly respond to health emergencies. HERA works to ensure the development, production and distribution of medicines, vaccines, and other critical medical countermeasures in case of health emergencies.

# Panel 3

## **Investing in innovation: decarbonization in the health sector**

This panel aims to explore the vital connection between the health sector and the environment. The panel will focus on the need to decarbonize the health industry through innovation, showcasing successful examples from the private sector. Additionally, it will highlight the role of OECD's Inclusive Forum on Carbon Mitigating Approaches (IFCMA) in driving decarbonization efforts. This panel aims to inspire investment in innovative solutions and promote a sustainable, environmentally conscious health sector.





## Kumi Kitamori

Deputy Director of Environment  
Directorate, OECD

**Kumi Kitamori** supports the Director in overseeing the work of the Environment Directorate, which provides relevant and timely information, analysis and advice to support governments in identifying and implementing the environmental policies needed to support a cleaner, more resource-efficient and low-carbon green growth path, in coordination with other directorates, since September 2022.

As Head of Green Growth & Global Relations Division since 2015, Kumi oversees the mainstreaming of green growth in the work of various policy committees of the OECD and in member and partner countries. This includes a dedicated programme that promotes green growth policies, finance and investment in the Eastern Europe, the Caucasus and Central Asia (EECCA) region. Prior to this, she worked in the OECD Environment Directorate on various issues including emissions trading and taxes, water pricing, climate change, biodiversity, health & environment, among others. She led a flagship project OECD Environmental Outlook to 2050 published in 2012. During 2005-2006, she served as Advisor to the OECD Secretary-General.

Prior to joining the OECD in 2000, Kumi was at the World Bank where she worked extensively in South and Southeast Asia on urban and environmental infrastructure projects (green finance for urban infrastructure, water supply & sanitation, cleaner production, etc). Kumi holds BA and MSc in development and economics from New York University and London School of Economics. Kumi is a Japanese national.



## Rabea Knorr

Head of the Industrial Health Industry  
Department, Federation of German  
Industries (BDI)

**Rabea Knorr** has been Head of the Industrial Health Industry Department of the Federation of German Industries (BDI) since April 2023 and is Managing Director of the BDI initiative "Gesundheit digital". She is also a board member of the GHA - German Health Alliance. An initiative of the BDI, representing more than 120 members from the healthcare sector. Previously, she was Deputy Head of the Strategic Planning and Coordination Department and worked in the BDI's International Markets Division.

Rabea Knorr studied economics at Maastricht University and the National University of Singapore and graduated with a Master of Public Administration in Public and Economic Policy from the London School of Economics and Political Sciences (LSE). She then worked for the Konrad-Adenauer-Stiftung e. V. (KAS) in Berlin before joining the BDI.



**Dr. Fiona Adshead** chairs the Sustainable Healthcare Coalition that inspires partnerships and action on sustainable healthcare. She also works as an independent expert advisor and board member for national and global organisations on wellbeing and sustainability.

She is a high-profile wellbeing and public health leader with a track record of reframing thinking and developing innovative strategy and programmes at the heart of business and government. Her previous roles include Deputy Chief Medical Officer and Director General in the UK Government, Director of Chronic Disease and Health Promotion at the World Health Organisation and Bupa's Chief Wellbeing Officer.

Fiona is a visiting Professor at UCL and is a Senior Associate at Cambridge Institute for Sustainability Leadership. Fiona's recent board roles include British Land's Sustainability Advisory Panel, Marks and Spencer's Sustainable Retail Advisory Board, and Business in the Community's Wellbeing Leadership Team.

**Ruth van Asperen** is Global Partnership Manager at Royal Philips, where she leads the international partnerships with governments and related stakeholders to address societal challenges, in particular climate change and health, and the transformation towards a more resilient and sustainable healthcare system.

Ms. van Asperen joined Philips in 2020 as part of Group Sustainability, where she coordinated collaborations on global health to help reduce health disparities and improve access in underserved countries and communities. She currently reports into the Philips Vice President and Global Head of Government and Public Affairs.

Ruth van Asperen holds a bachelor's degree in Medical Physics and a master's degree in Cardiovascular Research from VU University Amsterdam, and a master's degree in Health Care Management from Erasmus University Rotterdam, the Netherlands.



**Dr. Fiona Adshead**

Chair, Sustainable Healthcare Coalition



**Ruth van Asperen**

Global Partnership Manager,  
Government & Public Affairs,  
Royal Philips



## Solange Marquez Espinoza

Managing Partner, Freymar  
Consulting, Geopolitical Expert and  
Climate Change Leader

**Solange Márquez** was VP of the Mexican Council on Foreign Relations (Comexi) and is now its Representative in Canada; She is the founder and Managing Partner of Freymar Consulting Corp and a partner at Prospectiva, a Public Affairs Strategic Consulting Firm. She is a fellow of the Canadian Global Affairs Institute (CGAI) and a Lecturer at the School of Law at UNAM. She is the host of the Podcast “Mexico in Focus” and “Latin Connection”. She coauthored the Amazon No. 1 Bestseller “Climate Abandoned: We’re on The Endangered Species List” with the chapter “Climate Crisis and the Future of Democracy”. She coordinated and coauthored the recently released book “Mexico and Canada: Two Nations in a North American region”. TEDx Conference. She is an international speaker and has dictated conferences in six of the seven continents about international and global issues. She holds a Ph.D. In Law with honours by the National Autonomous University of Mexico (UNAM).



## Dr. Michael Hell

Head of Environmental Sustainability,  
Merck Group

**Dr. Michael Hell** will represent the European Federation of Pharmaceutical Industries and Associations (EFPIA) climate action working group. He has almost 10 years of experience in the pharmaceutical industry in various roles. His assignments include head of environment / sustainability, business lead for environment, health and safety for a Biotech manufacturing network, operational responsibility as a production manager, and strategy work as consultant and strategy realization head. He holds a PhD in cell biology and a master (Dipl.-Chem.) in chemistry. Dr Michael Hell is an active member in industry associations, a conference track lead/speaker and a co-author of scientific papers and book chapters. Recently, he has contributed to a whitepaper of EFPIA on climate action.

# Panel 4

## **Strategic partnerships for common goals**

This panel will emphasize the importance of collaborative efforts in achieving sustainable and healthy environments. It will explore the role of public-private and private-private partnerships, address key risks and challenges, and share insights from case-study examples from our membership. Attendees will gain valuable insights into the transformative potential of strategic partnerships in addressing behavioral challenges that go beyond decarbonization.



## Scott C. Ratzan

Executive Director, Business Partners to CONVINCE, U.S. Council for International Business Foundation (USCIB)

**Scott C. Ratzan** MD, MPA, MA is Executive Director of Business Partners for Sustainable Development, an initiative of the U.S. Council for International Business Foundation. He has three decades of pioneering accomplishments in the U.S. and globally in health communication, health literacy, and strategic diplomacy. He is the founding Editor-in-Chief of the Journal of Health Communication: International Perspectives and Distinguished Lecturer at CUNY Graduate School of Public Health & Health Policy. Before joining CUNY, he was a Senior Fellow at Harvard Kennedy School and has worked in multiple sectors including Johnson & Johnson, ABInBev and USAID. Earlier, he was a professor and Founding Director of the Emerson-Tufts Masters Program in Health Communication.

He is currently on the Board of Global Health for the National Academies of Science, Engineering and Medicine. He has served as Co-Chair of the UN Secretary General's Every Woman Every Child Innovation Working Group, as Vice Chair of the Business Industry Advisory Council's Health Committee to the OECD, on the World Economic Forum Global Agenda Council on Well-Being and Mental Health, and on the U.S. Centers for Disease Control and Prevention, Board of Scientific Counselors, Office of Infectious Disease. He has adjunct professorial appointments at Columbia University Mailman School of Public Health, Tufts University School of Medicine, University of St Andrews School of Medicine, and George Washington University School of Public Health. Dr. Ratzan has an M.D. from the University of Southern California, an M.P.A. from Harvard Kennedy School, and an M.A. in Communication from Emerson College.



## Jurate Svarcaite

Director General, Association of the European Self-Care Industry (AESGP)

**Jurate Svarcaite**, as Director General, is responsible for providing strategic direction and leadership while managing the day to day operations of Association of the European Self-Care Industry (AESGP) and its ongoing relationships with its member associations, companies and other stakeholders, as well as representing the self-care industry in various International, European and national forums. The Association of the European Self-care Industry (AESGP) represents the manufacturers of non-prescription medicines, food supplements and self-care medical devices in Europe, an area also referred to as consumer healthcare products. Her previous work experience includes the Secretary General position at the Pharmaceutical Group of the EU (PGEU), an umbrella organization representing community pharmacy in Europe, the head of Pharmaceutical Care Department in a major pharmacy chain in Lithuania.

Ms. Svarcaite received her Master in Pharmacy degree from Kaunas University of Medicine, Kaunas, Lithuania. She went on to earn her Master of Science degree in Pharmacy Practice from The School of Pharmacy, University of London.

**Ali Karami-Ruiz** is a Senior Managing Director in the Strategic Communications segment. Mr. Karami-Ruiz specializes in public affairs and international engagement and advises clients to anticipate and address macroeconomic and regulatory changes to enhance their performance and reputation. Mr. Karami-Ruiz's approach combines evidence-based advocacy, stakeholder engagement and insider knowledge of how multilateral organizations, including the Organization for Economic Cooperation and Development ("OECD"), World Health Organization ("WHO"), World Trade Organization ("WTO"), the G20 and the G7, impact business. C-suite corporate affairs, communications, sustainability, and HR executives across the health, technology, agri-food, and consumer sectors leverage his guidance and network to tackle global challenges. As a business spokesperson, Mr. Karami-Ruiz has defended complex industry interests in strategic policy deliberations with government officials from over 50 countries, including ministers. He has extensive experience producing thought leadership in the fields of innovation, trade, health and well-being, ESG, sustainability, future of work, diversity and belonging. As a seasoned health advocate, he has negotiated partnerships between the research-based biopharmaceutical industry and international NGOs, represented the sector in international processes with United Nations agencies, produced initiatives on prevention of Non-Communicable Diseases, and brokered high-impact meetings focusing on the policy and political linkages between health and economic productivity at Business-20, G20, and OECD levels. Prior to FTI Consulting, Mr. Karami-Ruiz was a Senior Director and Member of the Executive Committee at BIAC, the business group that represents the private sector at the OECD. He also previously represented the pharmaceutical industry in Geneva-based international institutions.



**Ali Karami-Ruiz**

Senior Managing Director,  
Head of International Relations and  
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**James Anderson** leads IFPMA's work spanning global health, including the innovative pharmaceutical industry's policy on pandemic preparedness, antimicrobial resistance (AMR), and global access to medicines and vaccines. In his previous role as Head of Corporate Government Affairs at GlaxoSmithKline (GSK), James was responsible for GSK's strategic engagement with the UK Government. He also held positions in Government Affairs and Commercial at European and global levels and led their strategy and engagement on AMR. He was in the founding team of the AMR Action Fund and led the development of the 2016 Davos Declaration on AMR and the subsequent United Nations General Assembly Industry AMR Roadmap. He has advised on AMR policy development at the WHO, UN, EU Commission, and with national governments. James is Chair of the AMR Industry Alliance Board and Chair of the INTREPID Alliance Board. He has also served as the Vice-Chair of Health at Business at the OECD, and as a member of the UK Life Science Strategy Board. He has an MBA in Business from Harvard Business School as well as a Masters in Natural Sciences-Molecular and Genetic Pathology from Cambridge University.



**James Anderson**

Executive Director Global Health,  
International Federation of  
Pharmaceutical Manufacturers &  
Associations (IFPMA)



## Emma P. (Mason) Zwiebler

Vice President for Strategic and  
External Affairs, World Federation of  
the Sporting Goods Industry (WFSGI)

**Emma Mason** is the Vice President for Strategic and External Affairs at the World Federation of the Sporting Goods Industry (WFSGI). WFSGI is the global representative body for the sporting goods industry and its members (sport brands, manufacturers, and retailers) comprise over 70% of the industry by annual turnover. As part of her role at WFSGI, Emma is responsible for the industry's relations with international organisations of relevance including the International Olympic Committee, the international sports federations, and the United Nations Agencies on a range of topics including equipment, advertising and marketing regulations, and sport development. Emma leads WFSGI's work to increase levels of physical activity and sports participation and has a particular interest in the opportunities offered by multistakeholder cooperation.

Emma is a former international badminton player who represented Scotland at European, Commonwealth, and World Championship level. Emma remains passionate about her sport and is a Director of Badminton Europe and a Badminton World Federation Council Member. She has a keen interest in the future of sport governing bodies including the opportunities offered by sport technology and the evolution of their role in terms of physical activity, social impact, and sustainability. Emma is also committed to providing greater support for athletes transitioning from their sporting careers to life after sport. She is a Trustee of Switch the Play Foundation, the only UK based charity undertaking such work across all sports.

Emma previously worked as a sports lawyer dealing with a range of regulatory and commercial issues. She has an undergraduate degree in Chemistry, is a graduate of UK Sport's International Leadership Programme, and a WeAreTheCity Rising Star in Sport.





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