**KEITH FORSYTH**

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# SENIOR EXECUTIVE – SENIOR VICE PRESIDENT - MANAGING DIRECTOR – MANAGING PARTNER

## Health Care - Life Sciences - Pharmaceuticals - Medical Devices - Biotech

***Innovation – Corporate- & Commercial-Strategy – Organizational-Design & -Development Marketing - Sales - Operations – Business Development – Leadership & General Management - International Business - Consultancy - Transformation***

An accomplished senior executive and leader, with 35+ years of functional- and line-management achievement within the healthcare, life sciences, pharmaceuticals, technology, and consulting industries, Keith has held senior executive roles with the likes of Johnson & Johnson, Novartis, Gemini, IBM and Ernst & Young, and has consulted to the great majority of the Top 25 Global Pharmaceutical companies around the globe, repeatedly leading large-scale business transformations “from Board-Room, to Shop-Floor, and back”.

Bi-lingual, strongly international, and globally mobile, Keith displays high levels of energy, discipline and focus, professionalism, and personal integrity. Keith is a Fellow of The Chartered Institute of Marketing and a widely recognized pharmaceutical industry thought-leader in commercial excellence.

**PROFESSIONAL EXPERIENCE**

**COGNIZANT 2021 to present**

***Vice President Healthcare & Life Sciences***

*Leading global technology player providing strategic advisory, information technology and outsourcing*

*services; €16B+ revenue, 290.000 employees, 40 countries*

Full global sector P+L- and value-chain-accountability for consulting across all markets outside of North America – Key Account Management & Business Development, Project & Program Delivery, Thought Leadership & Solution Development, as well as Practice Development & Talent Management.

**INFOSYS 2019 to 2021**

***Partner Life Sciences & Pharma***

*Global player in Management and IT Consulting with a focus on Strategy, Innovation and Business- &*

*Digital-Transformation.* *€14B+ revenue, 260.000 employees, 46 countries.*

As global sector Partner, Keith carried full P+L-accountability for all consulting activities within R&D, Commercial and Digital Transformation – Key Account Management & Business Development, Project & Program Delivery, Thought Leadership & Solution Development, as well as Practice Development & Talent Management.

### TRUSTED ADVISERS 2013 to present

#### Owner / Chief Executive Officer

Independent Consultant, Interim Manager, Non-Executive Director, Executive- and Business Coach. Specialized in Corporate and Commercial Strategy, Organizational Design & Development, Personal and Career Development, and Change.

### STRATEGIC ADVISERY SERVICES, EXECUTIVE- & BUSINESS COACHING 2013 to present

As Strategic Adviser Keith aids multiple clients in the development, planning and execution of corporate and commercial strategy, with focus on the optimization of organization design, the realization of organizational development and the attraction, development, and retention of top-talent.

In parallel, Keith supports individuals and organizations as Executive- and Business Coach, working with high-potentials and corporate teams, offering customized leadership development solutions, facilitating organizational learning, and supporting the realization of identified business, professional and personal targets.

### KOCH TEXTILPFLEGE

*Koch Textilpflege GmbH is a family-owned, medium-sized industrial laundry business operating*

*both in both B-2-B and B-2-C segments; EUR 5+M, 120 employees.*

***Executive Director* 2016 to 2019**

As Chief Growth Officer, reporting directly to the company owner, Keith was remitted with the

strategic re- orientation, operational and financial turn-around and succession planning of the company.

### INSTITUTE OF BRAND LOGIC 2015 to 2016

*The Institute of Brand Logic is a Think Tank and Boutique Consultancy Provider of brand-oriented strategic advisory services centering on cross-channel brand-consistency, organizational development, and transformational change; €3.5+M revenue, 25 employees, operations in Austria, Germany, Switzerland, UK, and the USA.*

#### Managing Partner & Managing Director – Germany & Switzerland

As Managing Partner and Member of the Corporate Board, Keith held full strategic, P+L, and legal accountability for the Munich office, and all business development, delivery, and operations within Germany and Switzerland. Additionally, Keith held global sector accountability for all operations within Healthcare, Life Sciences, and Pharma.

### NOVARTIS PHARMA 2012 to 2013

*Leading global provider of healthcare solutions in pharmaceuticals, eye care, generics, vaccines, and*

*diagnostics, over-the-counter (OTC) and animal health; €43B+ revenue, 125.000 employees, global operations*

#### European Board Member for Operational Excellence, Marketing, and Sales Operations.

As European Board Member for Operational Excellence, Marketing, and Sales Operations for Novartis Pharma Europe, Keith held personal accountability for European Marketing & Sales Operations - representing regional interests in strategy implementation, commercial excellence, and cost-effectiveness. In this context, Keith led all aspects of commercial- and strategic planning, performance- and financial management, organization- and process optimization, resource deployment, skills development, and change management. Working closely with Country Pharma Managing Directors and the Region Europe Heads of Specialty Medicine, Primary Care, Medical, and Oncology, Keith directly managed 200+ associates across 35 countries, driving sales- and operational improvement, building differentiating commercial capability, and ensuring the optimal return-on-commercial-investment. Responsibilities included: Business Development; Licensing; Commercial Strategy & Planning; Pricing; Market Access; HEOR, New Product Launch; KAM & KOL; Sales Training; Congresses & Events; Marketing Science (Insight Management; Market Research & Competitive Intelligence; Forecasting; Business Analytics; Information Management; and Reporting); Sales Force Effectiveness (Incentive Management; Targeting & Segmentation; Call Plan Management; Sales Reporting; and Sales Operations); as well as Channel Alignment, Digital-, Omni-Channel, and Relationship Marketing.

***Global Board Member for Novartis Business Services.***

In parallel, Keith sat on the global board of Novartis Global Business Services (GBS) where he held accountability for the design and full implementation of a “gold standard” Regional Business Services organization, and for the effective provision of business services to Novartis Pharma Region Europe (35 countries, 9000+ employees, EUR8+ Billion turnover) - balancing the optimum portfolio-mix of internal resources, external suppliers and off-shored resources, across a variety of different locations.

### ERNST & YOUNG 2010 to 2012

*Leading global professional services and ‘Big Four’ accountancy firm:*

*€20B+ revenue, 150.000+ employees, 140 countries.*

#### Partner, Performance Improvement, Commercial Excellence, Life Sciences & Pharma (LS/P)

Operated multi-functional and cross-industry role to turn around and revitalize commercial advisory services within Germany, Austria, and Switzerland. Developed and implemented entire re-launch strategy. Researched and defined target industries, core capabilities and service offerings. Drove thought leadership and innovations for continued development and scope for future progression.

* Executed radical turn-around of Ernst & Young’ Commercial- and Strategy Consulting business.
* Established new LS/P and FMCG/ Retail sectors.
* Defined, developed, and deployed novel LS/P service-offerings in Market Access, Payor Engagement, Multi- Channel & Relationship-Marketing, Launch Readiness, Lifecycle Management, and Commercial Capability.
* Executed growth strategy to build team and revenue 5-fold in 2 years.
* Managed €20M revenue and 25 direct reports including directors.

### Concurrently held additional leadership positions / functions as:

* **Cross-Industry Subject-Expert for Commercial Strategy & Commercial Excellence**
* **Global Sector Advisory Board Member, Life Sciences & Pharma**

**IBM 2005 to 2010**

*IBM’s system integration, applications, and business consulting operation:*

*€70B+ revenue, 345.000 employees, 160 countries.*

#### Partner, Healthcare, Life Sciences & Pharma

Steered IBM’s strategic cross-brand partnership business with Pfizer EMEA. Developed and instigated operational and organizational improvements to achieve process excellence and influence positive change. Championed, devised, and directed effective thought leadership, solution development and business development procedures. Forged and nurtured key CxO-level business relationships to enrich reputation, brand, and quality.

* Doubled revenue with Pfizer EMEA, managed €40M+ in revenue and led team of 60+ across 26 countries.
* Generated €15M revenue personally in 1 year.
* Drove EMEA Pharma Commercial consulting services business from 0 to €20M+ annual revenue.
* Defined and implemented IBM response to Integrated Healthcare across Europe.

### FIRST CONSULTING GROUP (FCG), INC. 2002 to 2005

*Industry-leading professional services firm specializing in healthcare, life sciences, and pharmaceuticals:*

*€260M revenue, 3.000 employees, 60 countries.*

#### Vice President Life Sciences / Managing Director Europe

Managed successful business services and IT applications start-up in Germany, Austria, and Switzerland. Promoted rapidly with additional accountability for UK, Western / Eastern Europe, and overall European operations. Served as global board member and managed P&L for 14 countries and 10 global accounts.

* Launched Munich office and established Central Europe as significant growth business.
* Expanded new business from standing-start to €3.5M individual sales in 1st year. Profitable from Day 1.
* Gained promotion to expanded European role in Year 2.
* Grew regional revenues 35% to €40M, and increased team size to 200+.

### GEMINI CONSULTING 1999 to 2002

*Global strategy consulting and transformation ‘boutique’:*

*€600M revenues, 1.500 employees, 45 countries. €500K+ annual revenue realization per consultant.*

#### Managing Consultant

Served as European board member for Life Sciences sector unit and Strategy Consulting service line. Sold, supervised, and accounted for multiple benchmark projects within Top 10 Pharma / Biotech sector. Specialized in strategy development, organizational design, organization development, process excellence and transformation management. Focused on innovation, hyper-growth realization and post-merger integration. Operated as global subject-matter expert in sales, marketing, and customer relationship management.

* Accounted for €20M+ P&L and commanded 15 direct reports.
* Implemented global e-strategy and IT-sourcing functions for Top 5 Life Sciences player.
* Instigated Marketing & Sales Effectiveness program that facilitated 20% top-line growth across 10 leading geographies of $1B global biotech organization.

### JOHNSON & JOHNSON 1994 to 1998

*Global healthcare, pharmaceutical, medical devices, and consumer goods manufacturer:*

*$62B revenue, 116.000 employees, 60 countries.*

Rapid progression through increasingly responsible positions across Medical Devices, Pharmaceutical and Services sectors, due to outstanding success and results:

#### Managing Director Europe, Johnson & Johnson Health Care Systems (1996 to 1998)

Conceived, developed, and led successful start-up operations for hospital consulting business completely from scratch. Commanded seamless transition to stand-alone business within Johnson & Johnson Health Care Systems (JJHCS). Created and executed growth strategy for Johnson & Johnson’s global service businesses, then effectively directed European operations and employees to surpass targets.

* + Grew business from 0 to €20M, and 50 employees in 18 months.
  + Managed effective internal change process from product transaction to stakeholder-value focus.

#### European Marketing Director, Ethicon Endo Surgery & Janssen-Cilag Pharma (1994 to 1996)

Spearheaded entire portfolio planning, market access, product launch and product lifecycle processes. Drove commercial innovation, interfacing with global R&D. Accountable for strategic planning and market-entry strategy. Owned overall market growth strategy to leverage market leader position. Headed multiple therapeutic areas, specializing in OB/GYN & Women’s Health. Targeted, developed and launched various operational excellence initiatives, including strategic and business planning, activity-based-costing, supply chain and materials management, advanced segmentation and targeting, KOL and KAM.

* + Conceived and successfully realized EMEA Marketing strategy to take business from standing start to market leader within 2 years
  + Developed and expanded 20+ geographical markets, 5 therapeutic areas and 15 product lines.
  + Piloted new service strategy across German market and rolled out at European level.

### PRIOR EXPERIENCE:

STROEER MEDIA - ***Director Marketing & Sales / Board Member (Media)***

GOESSWEIN ADVERTISING - ***Marketing Director and General Manager (Advertising)***

NFD LUFTVERKEHRS AG - ***International Marketing Manager (Transport)***

ALDI SUED - ***Regional Sales Manager (Retail)***

### QUALIFICATIONS:

1. **Diploma in Marketing (Dipl. Marketing) & Fellow (FCIM)**
   * **The Chartered Institute of Marketing, UK**
2. **Bachelor of Arts (BA Hons) in European Business Studies**
   * **University of Lincoln, UK**
3. **Diplom Betriebswirt (Dipl. Betr.)**
   * **University of Applied Sciences, Muenster, Germany**

**LANGUAGES:**

**English (mother tongue) German (fluent)**

**French (basic)**