



International  
Federation of  
Pharmaceutical  
Manufacturers &  
Associations

Fédération  
Internationale de  
l'Industrie du  
Médicament

Federación  
Internacional de la  
Industria del  
Medicamento



## News Release

### IFPMA appoints Mr. Eduardo Pisani as New Director General

Geneva, 10 November 2009 – The International Federation of Pharmaceutical Manufacturers & Associations (IFPMA) is pleased to announce the appointment of Mr. Eduardo Pisani as its new Director General. He will take office on 1 January 2010 and will succeed Mr. Michael D. Boyd, who has been serving as Acting Director General since 30 April this year.

Mr. Haruo Naito, President of the IFPMA and President and Chief Executive Officer of Eisai Co., Ltd., said: “Mr. Pisani is well-equipped to lead the IFPMA Secretariat, as he has 20 years of professional experience in the healthcare sector and has worked on public policy and legal affairs for a number of companies, while also contributing to the activities of several IFPMA committees. He is a respected figure within our industry, with a deep understanding of many of the international issues covered by the IFPMA. I am sure that he will prove an excellent ambassador for our industry, helping to strengthen our dialog with different stakeholders in Geneva and elsewhere.”

“Mr. Pisani is also fortunate in being able to build on the good work done by his predecessor, Acting Director General Mr. Michael D. Boyd,” Mr. Naito continued. “The IFPMA is profoundly grateful to Mr. Boyd, who stepped in at short notice earlier this year. Thanks to his strong leadership, in a short period of time, he has given the IFPMA Secretariat a clearer direction and sense of purpose, helping it to deliver a higher standard of service to its members.” Mr. Boyd will be joining Pfizer Inc. in January 2010 as Vice President, Public Affairs, Biopharmaceuticals.

Mr. Pisani comes to the IFPMA from Bristol-Myers Squibb, a company he joined in 2001, and in which he had risen to the position of Vice-President, International Policy and Government Affairs. During his time at BMS, Mr. Pisani contributed to the development of policy initiatives at European level in major disease areas like infectious diseases and mental health, as well as to industry work on the value of medicines. He also established the first cross-sectoral industry advocacy group on healthcare policy in Brussels, under the aegis of the American Chamber of Commerce to the EU.

Prior to that, Mr. Pisani held positions as legal counsel at Immuno AG in Belgium and Austria, at Baxter Healthcare in Belgium and Italy, and in European Policy and Government Affairs at Adamson Associates and SmithKline Beecham in Belgium. He started his career in 1989, in the marketing department of Lederle France.

An Italian national, Mr. Pisani is married and has two children. He received a degree in Law from the University of Catania, Italy, in 1987 and was admitted to the Italian Bar in 1991. He studied business administration at IMMI in Italy and at Vlerick Management School in Belgium, as well as International Relations at CERIS in Belgium. He has been an active member of several working groups in various institutions and trade associations in Europe, and was elected to the Board of Directors of the American Chamber of Commerce to the EU in 2007-2008. Mr. Pisani is the author of a number of articles in professional reviews concerning European legal and health policy issues.

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**About the IFPMA:**

The International Federation of Pharmaceutical Manufacturers & Associations is the global non-profit NGO representing the research-based pharmaceutical, biotech and vaccine sectors. Its members comprise 25 leading international companies and 44 national and regional industry associations covering developed and developing countries. The industry's R&D pipeline contains hundreds of new medicines and vaccines being developed to address global disease threats, including cancer, heart disease, HIV/AIDS and malaria. The IFPMA Clinical Trials Portal ([www.ifpma.org/ClinicalTrials](http://www.ifpma.org/ClinicalTrials)), the IFPMA's Ethical Promotion online resource ([www.ifpma.org/EthicalPromotion/](http://www.ifpma.org/EthicalPromotion/)) and its Developing World Health Partnerships information ([www.ifpma.org/HealthPartnerships](http://www.ifpma.org/HealthPartnerships)) help make the industry's activities more transparent. The IFPMA strengthens patient safety by improving risk assessment of medicines and combating their counterfeiting. It also provides the secretariat for the International Conference on Harmonisation of Technical Requirements for Registration of Pharmaceuticals for Human Use (ICH).

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