

Informa appoints Adam Andersen as Group Director Pharma Portfolio

30 October 2018 | News | By Manbeena Chawla

Andersen will oversee continued global expansion of pharma exhibitions including the global CPhI series and Pharmapack Europe.



Informa plc has appointed Adam Andersen Group Director of the Pharma Portfolio (previously part of UBM), which includes brands such as the global CPhI exhibition series – as well as co-located P-MEC, ICSE, Innopack, FDF – bioLIVE and Pharmapack Europe.

Prior to his appointment Andersen headed Informa's award-winning Natural Products Expos and SupplySide tradeshow. He brings a wealth of industry experience having spent more than 12 years with Informa's New Hope Network, and Global Exhibitions division.

In the new role, Andersen will oversee the Pharma Portfolio (part of the Informa Health and Nutrition group) – including the recent CPhI Worldwide, which attracted nearly 45,000 visitors – bringing innovation and helping to integrate the pharma supply chain across new geographies.

Commenting on his appointment Andersen said: "I am excited to be driving these brands forward and continuing the great work of the talented teams in Amsterdam, and around the world, that contribute to make each CPhI event successful. Events like CPhI Worldwide and Pharmapack are widely admired both within the pharma industry, where they deliver invaluable new contacts and partnerships, but also amongst the wider exhibitions sector. It's a great privilege to lead this team and we will continue to focus on our customers to deliver greater success in the future."

The pharma portfolio is headquartered in Amsterdam, Netherlands and oversees some of the world's largest and most prominent pharma events in the United States, Europe, the Middle East and Asia. The portfolio serves the needs of more than 100,000 pharmaceutical professionals throughout the full pharma supply chain, with exhibitions and content platforms spanning discovery, development and commercialisation across small-molecules, bio, machinery, technology and drug devices and packaging.