



GLOBAL IMPACT SPEAKER SERIES

Pfizer's Global Access Strategy: Progress, Learnings, and The Road Ahead

Who	Sebastian Fries Director, Global Access – Emerging Markets Pfizer, Inc.
When	Thursday, November 11 2010 4:30 – 5:30pm
Where	E1550 Ross School of Business
	Reception to Follow



As Pfizer's Director of Global Access in the Emerging Markets business unit, Sebastian Fries is responsible for leading the New Commercial Models group.

Sebastian was a Visiting Fellow at Harvard University from 1994-1997 where he studied at the Center for International Affairs and the Kennedy School of Government. In 1997, he joined a boutique management consulting firm, Vertex Partners, in Boston and worked on projects mainly for Future 100 pharmaceutical companies as well as clients from the bio tech and software sector. After six years in consulting, Sebastian decided to switch over to industry and joined Pfizer's Strategic Planning Group in May 2003 where he focused initially on the Northern European Region, Italy, UK and Spain. In 2006, he shifted his focus on emerging markets in Africa, Middle-East and Latin America. He moved to Cairo, Egypt in 2006 for eight months and started up the Middle-Eastern Region's Strategic Planning and New Product Planning departments. During this assignment, Sebastian shifted his interest to developing new business models at "The Base of the Pyramid." Upon his return to Pfizer Headquarters in New York, he led the company's Global Access to Medicines strategy project and helped start a new team focusing on Global Access within Pfizer's Emerging Markets Business Unit.

Sebastian holds a Masters degree in International Relations and European History from the University of Cologne and received a PhD in International Affairs from the Free University of Berlin in 1999.

About Pfizer's Emerging Markets Business Unit

Pfizer Inc.'s Emerging Markets Business Unit works across more than 70 countries in Emerging Markets on a strategic platform that emphasizes incremental organic growth, while pursuing strategic acquisitions and partnerships, and seeking game-changing opportunities—enabled by operational excellence, ethics and integrity, communication, and building talent and culture. Pfizer's Emerging Markets business unit has launched innovative ways of doing business adapted to the unique needs of markets in Latin America, Africa, the Middle East, and emerging markets in Asia and Europe.

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