

## **Dr. Ina Weisshardt, CEO White Cube Consultants**

Dr Ina Weisshardt graduated from medical school in Frankfurt, Germany, in general medicine and a PhD in Clinical Pharmacology, department of clinical pharmacology, university Frankfurt.

After having worked in nephrology & endocrinology she joined the pharmaceutical industry in 1992 as clinical monitor / research manager. After 5 years in research she moved over to the marketing department of MSD, Germany, and was responsible for launching COZAAR in HF as Product Manager COZAAR.

In 2004 she left the marketing department of MSD, Germany, and became responsible for the Migraine franchise and eMarketing as European Marketing Director Europe, Middle East, Africa & Canada at Merck (MSD) global, based in Whitehouse Station, NJ. In this role Ina was responsible for the management of the European marketing team for MAXALT in 20 countries, the clinical development plan for the migraine franchise and the development & implementation of the first eMarketing pilots for Merck in 2005 and in the following years for more than 60 eMarketing projects in over 25 countries, including the first eCME projects.

After having relocated back to Germany in 2007 Ina took over the position of Senior Director CME EMEAC (Europe, Middle-East, Africa & Canada) and became responsible for the development of a strategic analysis of CME, the set-up of a new organizational structure in the MSD RBSC headquarter in Munich and the management of the newly established CME team.

Her major achievements were the implementation of the first pan-European eCME learning platform in more than 30 countries in EMEAC as integral part of univadis and the establishment of an educational partnership for eCME between BMJ and MSD for the European region.

In January 2009 Ina started her own consultancy, White Cube, providing support for a multichannel blended approach to communication and education in the health care sector out of Germany targeting the integration of online and offline channels for maximum benefit of individual activities.

Ina is associate partner of WentzMiller&Associates, member of GAME and board member of TPBV.

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