## **Urban Skog**

## **Extended Bio**

Urban Skog is an executive with 35 years of experience in the biopharmaceutical industry. His career includes initial senior positions in local and global marketing and medical affairs, followed by 25 years of general management responsibilities in Roche and AstraZeneca in Europe, Latin America, and the US.

Strengths include understanding the value of science in the clinical setting, building strategy and translation into impactful execution and leadership development. Experience also includes corporate compliance and governmental affairs.

Communication and sharing of thoughts are key priorities. Languages include Swedish, English, Portuguese, Spanish and German.

#### **Employment:**

- Chief Executive Officer, LaRive Bio AG
- Chairman of the Executive Committee, Swiss Pharmaceutical Industry Association
- AstraZeneca, general managment, Europe, Latin America, and US
- F. Hoffmann-La Roche, local and global marketing, medical and general management

#### **Education:**

B.S., Business Administration, University of Gothenburg, Sweden

#### **Development:**

IMD, Business + Scientific training MIT Sloan, Leading Enterprise Transformation for Senior Leaders

#### Personal data:

Swedish and Swiss citizen Located in Switzerland Married, one daughter

#### **Career Highlights:**

LaRive Bio AG, Zug, Switzerland Co-Founder, CEO and Chairman of the Board	2021-
<b>Skog &amp; Partners Advisory:</b> Organizational development and leadership training of young senior executives in the pharmaceutical sector.	2018-
Pharmaceutical Industry Association in Switzerland. Chairman, Executive Committee Board Member, Pharmaceutical Industry Association in Switzerland	2007-18

Board Member, Pharmaceutical Industry Association in Switzerland.

Committee consisting of the Managing Directors of the 22 leading pharmaceutical companies in Switzerland. Established and lead Think Tank for Health Care for the Swiss Industry. Participated in industry negotiations with the Swiss government for pricing of medicines.

#### AstraZeneca, Zug Switzerland.

**General Manager**. Refocused the organization. Became leading biopharmaceutical company in the sector. Drove launch of quetiapine, a novel atypical antipsychotic agent. Achieved highest market share in Europe. Developed post patent strategy for AstraZeneca in Europe.

Built new Oncology and Clinical Operations team for development and launch of Oncology medicines. Establish launch plan for olaparib, a PARP inhibitor as first targeted therapy for BRCA mutated advanced ovarian cancer. Underwent training in Centre Gustave Roussy in Paris, leading center in Europe for treatment of ovarian cancer. Launched Clopidogrel, an anti-platelet agent in CAD.

## AstraZeneca Vienna, Austria

**General Manager**. Restructured organization. Rebuilt relationship with key stakeholders including Health Ministry, reimbursement authorities et al. Moved the organization from rank 5 to 2 and became recognized as an employer of choice.

#### AstraZeneca, Miami,USA

## Area Director Latin America and Caribbean

Built and grew Astra Zeneca's organisations in Latin America. 22 markets. Carried out regional launches of new medicines. Focus on Gastroenterology and Cardiovascular medicines.

## Roche Montevideo, Uruguay

## General Manager and Head of Roche's finance company in Latin America.

Carried out launch of nelfinavir, Roche's first antiretroviral agent for treatment of HIV. Due to collaboration with the Health Ministry, registration was obtained in record 3 months.

#### Roche Sao Paolo, Brazil

## Head of Pharmaceutical Division.

Restructured and expanded organisation. Leading company in Brazil and overall leader in Latin America.

#### Roche HQ Basel, Switzerland

**Head of Global Medical Marketing** for CNS and Anti-infectives including ceftriaxone, Roche's largest product. Implemented global guidelines for Phase 3 & 4 clinical trials and drug safety monitoring.

## Roche HQ Basel, Switzerland

Global Business Lead for CNS. Roche's largest therapeutic franchise at the time.

Lead global launch of midazolam, oral and injectable hypnotic/sedative. Became Roche's second largest product. Took part in outlining further clinical testing of midazolam. Jointly with global discovery and clinical development reassessed the TPP and development plan for the first selective antidote, flumazenil, for benzodiazepines. Launched globally, now Standard of Care.

## Roche Stockholm, Sweden

**Medical Representative:** Supported Professor Hans Wigsell of Karolinska Institute, Stockholm, in building a training manual in Immunology for Swedish doctors at the outbreak of HIV.

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#### 1985-88

# 1981-85

#### 2007-16

2000-04

2004-07

1994-99

1990-94

1988-1990