

Branding, Innovation and Science in Consumer Healthcare

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Abstract:

Pfizer Consumer Healthcare is the non-prescription division of Pfizer and the fourth largest consumer healthcare company in the world delivering several iconic brands to consumers in more than 90 countries. PCH maintains a leadership positions in many markets and sells two of the top 10 global OTC brands (Advil® and Centrum®). The successful branding of products and innovation is essential for sustaining product lines in the consumer healthcare industry. The development of novel healthcare solutions requires R&D capabilities, the best science and top talent. Even when an organization has proper combination of these, chemistry can still present some interesting and unique challenges during product development.