

Hugh O'Neill BIO

Hugh O'Neill is Vice President and head of Market Access and Business Development. As a member of the US Executive Committee, he leads Managed Markets, with responsibilities for customer development, account management, trade operations, professional and association markets, institutional, federal and senior care accounts. He is responsible for state government relations, life cycle management, new product commercialization, U.S. business development and contracting and pricing. Mr. O'Neill has nearly two decades of experience in the pharmaceutical industry. Prior to the merger between sanofi and Aventis, he held various senior positions in commercial strategy development and account management. He received his BS in Finance from Montclair State University and his MBA from Seton Hall University

The far reaching implications of Consumer Choice on DTC Marketing

Biopharmaceutical Direct-to-Consumer advertising and promotion is changing under public and political pressure. The fundamental challenge for the biopharmaceutical industry is to address those pressure while preserving DTC's critical role in preserving patient choice and explaining value. Adjusting to the new landscape will require new levels of marketing innovation, self-regulation, and compliance

[Click Here to Ask Hugh O'Neill a Question – Questions will be addressed live at the DTC in the Era of Consumer Choice Conference. Don't miss this chance to shape the agenda and have your questions answered by industry experts!](#)