

Ronke Imbeah-Ampiah

PROFILE SUMMARY

Results-driven professional with experience in developing market access strategies for pharmaceutical businesses in Africa and Europe. Skilled in managing multi-stakeholder projects and strategic partnerships in a fast paced environment to implement innovative healthcare solutions especially for underserved populations. Committed to achieving results through strong collaboration, and effective analytical and organisational skills.

EXPERTISE

Market Research and Analysis
Strategy Development

Government Affairs and Policy
Market Access and Pricing

Capacity Building and Training
Stakeholder Engagement

WORK EXPERIENCE

Impact Link Consulting, Ghana

Founder and Lead Consultant

Mar 2020- present

- Lead the generation of data and development of strategies to help clients effectively drive impact and create social change in Healthcare and STEM-focused sectors

Recent work

- Adaptation of training manual and coordination of compliance training for businesses in healthcare sector for Alliance for Integrity, a German Development Agency initiative. Liaised with key healthcare stakeholders in public and private sectors, adapted three training manuals based on interaction with stakeholders and led pilot training of thirteen representatives of healthcare entities to promote integrity and prevent corruption in healthcare sector in Ghana

Merck Group, Germany

Director; Pricing, Market Access and Government Affairs (North and West Africa)

Jan 2013-Feb 2020

- Developed and implemented market access and pricing models in collaboration with Commercial, Medical Affairs and Regulatory teams for all Merck products in North and West Africa to increase patient access and drive product uptake
- Designed and managed healthcare programs in line with Merck's vision to improve availability, accessibility and affordability of medicinal products for underserved populations
- Led monitoring and evaluation of an innovative social business implemented in Kenya to improve access to quality healthcare services in low-income communities
- Liaised with global Government Affairs and Policy team to identify shared value initiatives and engage key external stakeholders to impact national health policies

Selected achievements

- Implemented first pricing governance policy in North and West Africa region which increased efficiency of price approval process and enhanced business operations in countries
- Gained national reimbursement for a key product in Morocco which resulted in increase in patient access by 50% and resulted in an upside of €1million
- Managed a multi-stakeholder strategic alliance to improve access to quality healthcare in Ghana through a rural pharmacy franchise. Based on the pilot, the initiative was scaled up in Kenya
- Executed a training program for the drug regulatory agency in Nigeria (NAFDAC) to strengthen the country's drug anti-counterfeiting capabilities which resulted in €0.85million increase in sales

Tender Excellence Team; Global Market Access and Pricing (Germany)

Feb 2019-Jul 2019

- Selected for competitive short-term assignment with global team as part of talent development program
- Developed an internal tender approval process, validated by relevant functions and country representatives, to facilitate efficient cross-functional alignment during decision-making for tenders
- Developed a draft governance document with defined procedures and roles and responsibilities to ensure compliance to the tender approval process

PriceSpective Strategy Consultants, UK

Senior Analyst; Pricing and Market Access

Sept 2009-Dec 2012

- Assessed industry trends and competitive landscape to identify market opportunities and challenges for over 100 pharmaceutical products in key European (UK, France, Germany, Italy and Spain) and emerging markets
- Designed qualitative study tools and quantitative models to aid product value analysis
- Conducted secondary research and stakeholder interviews to inform the development of strategic recommendations on product value, market access and price optimisation
- Prepared reports and presentations of research findings and analysis for senior management and clients
- Managed project timelines, expenses and alliance partners in Europe and emerging markets to ensure on-target project completion

Selected achievements

- Developed a semi-quantitative framework to enable clients to assess the market potential of early stage drugs using launched drugs with similar characteristics as analogues
- Led analysis of a 3-week turnaround asset valuation project evaluating the market access potential of a novel sickle cell anaemia therapy. Based on results, the client entered a \$340 million partnering deal
- Led a team of analysts to research and design poster presentations for a major conference (ISPOR May 2011), one of which was selected as a best poster finalist out of over 100 posters

Amgen Inc., USA

Research Associate; Medicinal Chemistry

Jun 2006-Jul 2008

- Part of a 20-member team that researched and developed novel potential drugs to treat Alzheimer's disease. Synthesised 80+ organic compounds yearly including key compounds which significantly advanced the drug development program
- Results of the team's efforts were presented at the American Chemical Society's 2012 National Meeting

LEADERSHIP EXPERIENCE

- **Board Member, African Healthcare Innovation Centre (AHIC)** (2019 - present)
AHIC is an NGO that empowers entrepreneurs to create innovative solutions to healthcare challenges. Provide strategic direction as board member and mentorship for start-ups that are part of incubator program
- **Board Chair, Osu Library Fund (OLF)** (2018 - present)
OLF promotes literacy in Ghana through the creation of community libraries, primarily for children. Secured €20,000 funding for a new library within 3 months as board chair and led recruitment of key staff
- **Advisory Group Chair, Alliance for Integrity (AfIN)** (2018 - 2020)
AfIN is a business-driven multi-stakeholder initiative to promote integrity in the economic system in Ghana. Represented Ghana in global Steering Committee and initiated development of 5-year vision as Chair
- **Founder and Co-president, Smiles for Christmas** (2006 - present)
Lead operations and fundraising for non-profit which provides orphans and children in low-income communities in Ghana with learning materials, books and toys mainly during Christmas season

EDUCATION

Darwin College, University of Cambridge, Cambridge, UK

2008-2009

M.Phil. in Bioscience Enterprise at the Institute of Biotechnology and Judge Business School

Bryn Mawr College, Pennsylvania, USA

2002- 2006

Bachelor of Arts in Chemistry (cum laude with Departmental Honours)

ADDITIONAL INFORMATION

Languages: English (native), French (basic)
Cultural experiences: Lived and worked in 5 countries (USA, UK, Tunisia, Ghana and Germany) and visited over 30 countries on 4 continents
Personal interests: Travelling, baking, reading and volunteering