

CONTACT

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EDUCATION

The American University, USA
*MA, Public Communications |
Fulbright Scholar*

**Johannes Gutenberg University,
Germany** *MA, Communications*

**Tuck School of Business,
Dartmouth, USA** *Executive
Program: Strategic Reputation
Management*

University of Zurich, Switzerland
*Executive Education: Finance,
Investor Relations*

CORE COMPETENCES

- Corporate Affairs, Reputation & Crisis Management
- C-Suite & Executive Stakeholder Advisory
- Corporate Governance Frameworks & KPI Reporting
- Global Team Leadership & Talent Development
- Change & Transformation Communications
- Policy, Government Affairs & Stakeholder Engagement

IMPACT HIGHLIGHTS

- Policy-maker roundtables and advocacy engagement across EU, US and Japan
- C-suite media governance framework built and formally endorsed by the CEO and executive committee
- Business communications strategy for the Sandoz spin-off and SIX listing
- Japan reputation turnaround during a complex compliance crisis
- USD 500m productivity transformation supported through strategic change communications

LANGUAGES & INTERESTS

German (native), English (fluent), French (conversational), Japanese (basic)

Since 2023: Mentor, BevelOn Association | Münchner Gespräche executive network

MARK GROSSIEN

Global Corporate Affairs & Reputation Leader

EXECUTIVE PROFILE

Global corporate affairs executive with **25+ years** of experience across healthcare, pharmaceuticals and medical devices — including direct **corporate reputation, crisis management and policy leadership** — advising C-suite and Board-level stakeholders, building governance frameworks and leading cross-regional teams in complex, highly regulated multinational environments.

Proven ability to advise executive leaders, build and develop global teams, shape integrated channel strategies and translate corporate and divisional priorities into compelling narratives that strengthen engagement, trust and business impact.

Brings deep experience in highly regulated settings, including crisis recovery, policy and government affairs, executive governance frameworks, performance reporting, stakeholder campaigns and large-scale organisational transformation.

WORK EXPERIENCE AT A GLANCE

Head of Strategic Communications | Sandoz — Basel, Switzerland | 2023 – Present

Vice President & Global Head of Communications, Customer & Technology Solutions | Novartis — Basel, Switzerland | 2019 – 2022

Head of Communications, Corporate Affairs & Patient Advocacy – Pharma Europe / Germany | Novartis — Nürnberg | 2017 – 2019

Department Head, External Relations & Social Media | Novartis — Tokyo, Japan | 2014 – 2016

Global Head, Franchise Communications & Patient Relations – Ophthalmology | Novartis — Basel, Switzerland | 2010 – 2014

Director, Communications & External Affairs | Eucomed (now MedTech Europe) — Brussels, Belgium | 2007 – 2010

Account Director | Phocus (now Fishawack) — Basel, Switzerland | 2006 – 2007

WORK EXPERIENCE

Head of Strategic Communications

Sandoz, Basel, Switzerland | 2023 – Present

- Direct integrated global communications for biosimilars and generics portfolios before and after spin-off.
- Led a policy-focused biosimilars advocacy campaign — a 90-minute satellite symposium with IQVIA at the World Health Summit in Berlin, followed by a report launched at the JPMorgan Healthcare Conference — to highlight patient-access barriers, generating 430 registrations and exceeding awareness and engagement KPIs across all channels.
- Led a three-tier crisis response to negative media coverage questioning the safety of a multiple sclerosis biosimilar (contain locally, validate with KOLs and regulators, align internally to Board level), achieving 100% pull-through of Sandoz's message across top-tier outlets including the BMJ, with no analyst or share-price impact.
- Built the governance and metrics thought leadership framework for C-suite executives for media, social and speaking platforms; won formal endorsement from the CEO and executive committee after initial resistance.
- Lead and develop a team of communications business partners supporting business units and global functions.
- Serve as strategic advisor to the Chief Commercial Officer and member of commercial and communications leadership teams.
- Develop speeches, presentations, executive messaging, media briefings and Board-level communications for spin-off and earnings, using AI-enabled content development and workflows.
- Represent Sandoz in international industry bodies, including Co-chair of the IGBA External Engagement Committee.

Vice President & Global Head of Communications, Customer & Technology Solutions

Novartis, Basel, Switzerland | 2019 – 2022

- Led internal, external and digital communications strategy for a global business-services organisation of 12,500 employees, reporting directly to an Executive Committee member; also led communications for Swiss sites, including the global headquarters in Basel.
- Led, coached and developed a global team of 30+ employees across five global service centres and Basel; designed and implemented a new operating model and stabilised employee engagement above benchmark.
- Directed change communications for a large scale transformation delivering USD 500m in productivity over three years while maintaining associate engagement in line with benchmark.
- Served on the business and communications leadership teams and participated in the Novartis Leader Forum for the company's top 300 enterprise leaders.

Head of Communications, Corporate Affairs & Patient Advocacy – Pharma Europe / Germany

Novartis, Nürnberg, Germany | 2017 – 2019

- Partnered with the Region Head Europe and European Executive Committee to provide strategic communications counsel for commercial, policy and corporate-reputation issues.
- Led the Pharma Communications & Advocacy network, including best-practice sharing across policy, issues, advocacy and brand communications; served as EFPIA representative.
- Led government-affairs and policy engagement for the Entresto launch in Germany, navigating the AMNOG Early Benefit Assessment and building value and reimbursement messaging for government and payer stakeholders alongside physician- and consumer-facing campaigns; supported treatment initiation for 1,000+ patients in the product's first week on the market.
- Supported talent development for 30+ communicators across the region.
- Led communications, digital and patient relations strategy for Novartis' second largest country organisation and served as company media spokesperson.
- Established a strategic reputation-management framework and positioned the new country president to support short- and mid-term business strategy.

Department Head, External Relations & Social Media

Novartis, Tokyo, Japan | 2014 – 2016

- Led reputation recovery during a major compliance crisis in Novartis' third largest pharma market, shifting the organisation from a reactive to a proactive stance.
- Partnered with the executive team to identify reputation risks and opportunities and implement strategies to protect, build and enhance stakeholder trust.
- Established patient advocacy and social media functions for priority disease areas in collaboration with commercial, medical and executive leadership; managed seven associates.

Global Head, Franchise Communications & Patient Relations – Ophthalmology

Novartis, Basel, Switzerland | 2010 – 2014

- Led integrated external affairs strategy for a USD 2.3bn global franchise across media, patient organisations, the EU and WHO, covering policy, industry and competitive issues.
- Ensured cross-functional alignment across public affairs, investor relations, market access and patient relations; managed communications and social/digital activities with a USD 4.2m A&P budget.

EARLY CAREER

Director, Communications & External Affairs | *Eucomed (now MedTech Europe), Brussels, Belgium | 2007 – 2010* — Led communications, policy and government affairs for the medical technology sector across EMEA and the US; acted as spokesperson and media liaison.

Account Director | *Phocus (now Fishawack), Basel, Switzerland | 2006 – 2007* — Provided strategic counsel to F. Hoffmann-La Roche Ltd and grew the account by 15% through new biosimilar-oncology business.

Brand Manager | *Paul Hartmann AG, Heidenheim, Germany | 2004 – 2006* — Led marketing and pricing strategy for a USD 120m product portfolio, including global line extension and international roll-out.

Consultant | *ECC Kohtes Klewes GmbH (now Ketchum), Munich, Germany | 2000 – 2004* — Built the financial communications practice into the largest team within 18 months and developed crisis-management tools and training.

International Development Manager | *Porter Novelli, New York, USA | 1998 – 1999* — Delivered global campaigns and cross-market research programmes spanning 12 countries in the Americas, Europe and Asia.