



Press Release

STADA: Carsten Cron joins company from Pfizer to head up Emerging Markets

Bad Vilbel, April 16, 2018 – Carsten Cron is to become a member of the STADA Group’s management team as of May 1 and will assume responsibility for Emerging Markets business. Cron (47) is coming to the company from Pfizer, where his most recent position was Country Manager for Morocco, Tunisia and Libya, and Commercial & Business Operations Lead for Africa and the Middle East. At STADA he will report directly to CEO Dr. Claudio Albrecht in his new position.

“In Carsten Cron we have added a proven expert on the markets of North Africa and the Middle East to our broader management team,” said Claudio Albrecht. “His skills will allow us to make significant progress in a region that we identified as one of STADA’s growth markets in our strategic reorientation,” Albrecht continued.

“The MENA region is experiencing highly dynamic growth and has enormous potential with a population of more than half a billion people. I am looking forward to the challenge of continuing to cultivate the region for the STADA Group with a suitable product portfolio in addition to strategically meaningful partnerships and acquisitions,” said Carsten Cron.

Cron, a graduate of the European Business School (EBS) in Oestrich Winkel, has many years of experience in the pharma industry. From 2011 he held various international management positions for the US pharma group Pfizer. Prior to this he was Business Unit Head of Branded Products at Teva Germany, Managing Director of CT Arzneimittel GmbH and Head of Strategic Planning at ratiopharm.

Executive Board: Dr. Claudio Albrecht (Chairman) / Mark Keatley / Dr. Barthold Piening
Chairman of the Supervisory Board: Dr. Günter von Au



About STADA Arzneimittel AG

STADA Arzneimittel AG is a publicly-listed company with headquarters in Bad Vilbel, Germany. The company focuses on a three-pillar strategy consisting of generics, non-prescription OTC products and specialty pharmaceuticals, biosimilars in particular. Worldwide, STADA is represented in about 30 countries with roughly 50 subsidiaries. Branded products such as Grippostad and Ladival are among the highest selling in their product categories in Germany. In financial year 2017, STADA achieved adjusted Group sales of Euro 2,255.3 million, adjusted earnings before interest, taxes, depreciation and amortization (EBITDA) of Euro 433.9 million and adjusted net income of Euro 195.6 million. As of December 31, 2017, STADA employed 10,176 people worldwide.

Additional information for journalists:

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