

## Louis Smets



### Education

Louis Smets graduated as a pharmacist (University of Antwerp, Belgium) and completed a master's degree in business administration (Boston University, USA).

### Professional career

He started his career in the pharmaceutical industry at the sales side as Medical Sales Representative for Lilly and later as district sales manager for Squibb (currently Bristol-Meyers-Squibb) in Belgium.

In 1987 he joined Yamanouchi Belgium (currently Astellas) as a Product Manager. In 1994 he moved to the European Headquarters and was responsible for the marketing of Yamanouchi Europe's urology franchise.

In 1998 he was one of the founding partners of Ismar Healthcare and became managing director of the newly founded company. Currently he leads several projects at Ismar healthcare and directs the company's global strategy as well as finance and human resources.

### Relevant experience

Louis Smets has 23 years of experience as medico-marketer in disease areas as urology, neurology, gastroenterology, HIV and infectious diseases. He developed a special interest in medical decision making and change processes in real life clinical practice. He has directed many projects such as:

- Speaker summits
- Satellite symposia
- Scientific publication plans
- Decision analysis programs
- Thought leader programs

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He is an invited guest speaker on strategic marketing courses and has published several articles in peer reviewed journals.