

Luc Van Ruysevelt



Education

Luc Van Ruysevelt graduated as a Master in Physical Education (University of Leuven, Belgium) and completed a Postgraduate in Management at the same university.

Professional career

He started his career in the pharmaceutical industry as Medical Sales Representative for Yamanouchi Belgium in 1991 to become Product Manager in 1994.

In 1996 he joined AstraZeneca Belgium as Senior Product Manager to become Hospital Sales Manager in 2001. In 2003 he moved to the Headquarters of Novartis AH and was transferred to Japan as Head of Novartis CAB where he was responsible for the veterinarian franchise. After finalizing this assignment, he joined Ismar Healthcare in 2005 as managing director, with a special focus on Business Development and the expansion of electronic Healthcare Information Management Solutions within a new joint-venture (e-HIMS).

Relevant experience

Luc Van Ruysevelt has 15 years of experience as medico-marketer in several disease areas such as gastro-enterology, dermatology, antibiotics, urology and cardiology. His integrated experience of sales and marketing on a national and international level has moulded him into a highly empathic person and strong communicator with a client focussed approach.

He was amongst others strongly involved in

- moderating advisory boards, focus groups and health forums
- awareness campaigns
- decision support programs
- opinion leader management
- educational programs
- strategic product development

He developed a special interest in technology to support communication and data management.