



MARKETING

REINHARD ANGELMAR

Emeritus Professor of Marketing

The Salmon and Rameau Fellow of Healthcare Management, Emeritus

[CV](#)

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BIOGRAPHY

Reinhard Angelmar is Emeritus Professor of Marketing and the Salmon and Rameau Fellow of Healthcare Management, Emeritus, at INSEAD. Other institutions at which he has held appointments include MIT (Sloan School), the Stockholm School of Economics, and Université Paris-Dauphine.

Professor Angelmar has taught in the INSEAD's MBA and PhD programmes, as well as in many Executive Education programmes. He created [INSEAD Healthcare Compliance Implementation Leadership Programme](#) and has designed and directed Customised Executive Education programmes for organisations including Amgen, Celgene, Janssen, Eli Lilly, LEEM (Les Entreprises du Médicament), Johnson & Johnson, Novartis, Pfizer, Sanofi Pasteur, Takeda, Teva, and the World Medical Association. In addition, Professor Angelmar has been working with other pharmaceutical companies including Abbott, ALK-Abello, Almirall, AstraZeneca, Bristol-Myers Squibb, Grünenthal, Ipsen, Novo Nordisk and Roche. He has carried out assignments as an expert in pharmaceutical litigation and is a member of the Editorial Board of the *International Journal of Pharmaceutical and Healthcare Marketing*.

Professor Angelmar received his undergraduate education at the Vienna University of Economics and Business (WU), Austria, and obtained his MBA and PhD degrees, under a Fulbright scholarship, at the Kellogg School of Management at Northwestern University, Evanston. His dissertation won an award from the American Marketing Association.

Professor Angelmar has co-authored three books and has written numerous papers published in journals including *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Medical Marketing*, *Journal of Industrial Economics*, *European Journal of Operational Research*, and *Organization Science*. He has also written numerous case studies which are used by business schools around the world.

RESEARCH AREAS

Pharmaceuticals, New Product Development and Innovation, Marketing Management

TEACHING AREAS

Marketing Management, Pharmaceutical Marketing

INDUSTRY SECTORS

Pharmaceuticals and Health

PUBLICATIONS

- [Building Strong Condition Brands](#)
- [Amgen Europe in the Renal Anaemia Treatment Market](#)
- [Building Strong Condition Brands](#)
- [The Rise and Fall of Baycol/Lipobay](#)
- [Celebrex](#)
- [Alza and Ciba-Geigy: Renewing the Collaboration? \(A\)](#)
- [Lipitor \(A\)](#)