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Markus Jahn is a Pricing Manager at Novartis Pharma Germany where he is responsible for pricing issues in the area of specialty medicines. He is currently assessing the implication of the AMNOG reform and developing successful pricing strategies for the pipeline products. Prior to joining the Market Access team two years ago, Markus held positions as an analyst in Marketing Science, Marketing & Sales Analysis and Market Research within Novartis Pharma. His projects also included sales force effectiveness strategies to scenario modeling and market forecasting across all Novartis business franchises. He started his career in 1997 at GfK Healthcare as an international market research consultant for the pharmaceutical industry and subsequently joined Siemens Medical as a global market research manager in the area of diagnostic imaging. Markus was trained as a sociologist at the Friedrich-Alexander University in Erlangen and the Graduate School of Sociology at Duke University in Durham, NC. In his award winning empirical master thesis he worked on the relationship between attitude and behavior.