

Guest Lecture

International Business Centre
Department of Business and Management



AALBORG UNIVERSITY
DENMARK

Date: 15 April, 2016; Time: 10.00-12:00

Venue: AUD- B; Fibigerstræde 15



**Let's hear what Mikael Sørud
says-**



“Marketing Strategies in Emerging Markets: The Case of Diabetes Care and Insulin Business of Novo Nordisk”

Mikael Sørud, Vice President in Global Marketing, Novo Nordisk, Denmark.

Mikael Sørud is Vice President and Project Vice President in Global Marketing, Novo Nordisk. He is currently responsible for Novo Nordisk Modern and Human Insulin business, which are being used by millions of people around the globe and creating a revenue of 50+ billion DKK.

Mikael is an engineer within protein chemistry of background and has been with Novo Nordisk since 2000 with positions in pharmaceutical development, product supply, regulatory affairs and global marketing. Over the last 6 years, he has held various management positions in regulatory affairs and global marketing, and has been driving business and marketing strategies for Novo Nordisk products with a significant focus on countries like China, India, Turkey, Egypt and Algeria.

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