

Dr. Peter Verdegem

Vice President International | European Markets at LifeVantage Corporation

Summary

An internationally operating all-round nutrition business professional with a passion for science-driven marketing in the direct sales. Contact me at dr_peter_verdegem@yahoo.com or +49 152 09 269 452

Experience

Vice President International | European Markets at LifeVantage Corporation

December 2016 - Present

Leading the European Expansion of LifeVantage.

General Manager Amway Germany at Amway

December 2013 - December 2016 (3 years 1 month)

Managing Director Western Europe

November 2011 - November 2013 (2 years 1 month)

- Executive Leadership over Western European Markets
- P&L responsibility
- Product Ambassador

Managing Director Europe at Tahitian Noni International, subsidiary of Morinda Holdings

August 2010 - November 2011 (1 year 4 months)

- Executive Leadership of key European markets
- P & L responsibility
- Strategic marketing of dietary supplement products in a claim-restrictive environment

Secretary

April 2010 - December 2010 (9 months)

- Coordinating the local political activities of the VVD (Volkspartij voor Vrijheid en Democratie)
- Organization of political election campaigns
- Organization of political events

Director of Public Affairs at Danone Medical Nutrition

November 2008 - September 2010 (1 year 11 months)

- Promoting international stakeholder advocacy and influencing KOLs, payers, politicians, and regulators to positively shape our business environment
- Develop Payer Value Propositions based on nutri-economical analyses

- Ensure efficient market access
- Member of MNI, the European Medical Nutrition Industry Association (Abbott, Nestlé, Danone, Fresenius, Baxter, B.Braun).

Chief Science Officer at Unicity International

March 2004 - October 2008 (4 years 8 months)

- End responsibility for the Corporate Research and Development.
- Member Corporate Management Team
- Leading new product development for the dietary supplement category
- Scouting and evaluation of new product and technology acquisitions
- Designing, coordinating and negotiating clinical studies in collaboration with international research institutes
- Development and execution of product training programs for our worldwide markets (the America's, Europe, Asia)
- Regulatory compliance support for worldwide markets (claims, packaging, label copy)

Manager Marketing European Market at Unicity International Germany GmbH

January 2008 - July 2008 (7 months)

- Managing the European Marketing team.
- Marketing strategy ideation and implementation
- Market analysis and positioning of the products
- Development of external communication strategy for the professional and consumer market
- Development of retail pricing strategy and distributor compensation strategy
- Development and execution of health care professional and consumer education (seminars, conference calls, articles)

Director of New Product Development at Numico Research B.V.

July 2003 - February 2004 (8 months)

- Leading cross-functional team of scientists and marketers to ensure timely delivery of new products for Unicity Int.

Manager Medical Marketing Strategy at Royal Numico N.V.

January 2003 - July 2003 (7 months)

- Development and implementation of marketing strategies for specialty nutrition products for the health care community
- Market analysis, claim development
- Health Care Professional education (seminars)
- Distributor incentives

Team Leader New Product Development at Numico Research

January 2001 - January 2003 (2 years 1 month)

- Coordination of cross-functional teams of scientists and marketers for the development and clinical studies of new dietary supplement products for Numico's subsidiaries.

Senior Scientist at Numico Research

December 1999 - January 2001 (1 year 2 months)

- New product development and clinical studies of dietary supplements for Numico's subsidiaries

Postdoctoral research fellow Department of Radiology

April 1999 - December 1999 (9 months)

- Research in non-invasive diagnosis of prostate cancer with MRI.

Postdoctoral research fellow Department of Physical and Biochemistry at Stockholm University

January 1998 - April 1999 (1 year 4 months)

- Research in atomic structure of membrane proteins with NMR.

Education

Brigham Young University

MBA, Business, 2004 - 2006

Leiden University

PhD, Chemistry, August 1993 - January 1998

Leiden University

MSc, Organic Chemistry, August 1989 - August 1993

St. Eloy

VWO, 1983 - 1989

Basisschool de Komme

1976 - 1983

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[Contact Dr. Peter on LinkedIn](#)