



RUTGERS UNIVERSITY
Professional Science
Master's Program
Master of Business and Science

THE FUTURE OF SELF-CARE:

INNOVATION IN THE OTC DRUG INDUSTRY

NOVEMBER 14, 2024 | 5:30PM

Rutgers University Inn and Conference Center

Join three experts in Over The Counter drug development, marketing and business strategy for a discussion of product innovation trends in this exciting industry!



Phil Kantor, MBA

Former Marketing Director,
Glaxo Smith Kline



Vidhu Bansal-Dev, Pharm. D.

Vice President, Rx to OTC Switch
and External Innovation, Haleon



Keith Lerner, MBA

Managing Director, JaMax
Consulting Services; Former SVP



Moderated By:

Jay Goldring

Asst. Professor
Student Advisor, Administrator

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