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Peter Wittner, B.Sc., is an independent consultant specialising in the commercial aspects of generics with more than 30 years' pharmaceutical experience. Most recently, he joined the Indian generic leader Ranbaxy as Managing Director to help set up its UK business before returning to consultancy work (<http://www.interpharm-consultancy.co.uk/>).

He previously headed the European Sales & Marketing department of the UK generics companies Evans Medical and H.N. Norton, which later became part of IVAX.

Interpharm works with new market entrants on generic commercial strategies, competitor intelligence and gaining EU-GMP approval, assists in business development for generic companies outside the EU that are trying to enter the market and acts as an agent for a CRO providing biostudies to the generic industry.

On the other side of the equation, Interpharm has also worked with originator companies that are looking at ways of defending their major brands from generic incursion or themselves considering entry in to the field of generics.

Peter is a regular speaker at generic conferences, has run workshops on generic topics and Biosimilars for a number of organisations as well as conducting training seminars. He has written a number of reports on generics industry topics and a series of reports for Decision Resources and other publishers. Peter has also been a regular contributor to the GenericsWeb newsletter "*INN*sight".