

Høy & Bjerre consultancy within Business activities in the Life Sciences

What we do:

Høy & Bjerre facilitates strategic analyses, insights, discussions and, not least, conclusions for Danish and Nordic life science companies or public organisations with commercialization activities, that are faced with having to deal with new and/or changed market conditions. Our independent and unique combination of R&D knowledge and experience, agile business development, value network by stakeholders and strategic B2B2C sales and marketing is the foundation for innovative analyses, insights, discussions and, not least, conclusions. The facilitation is based on the use of tools such as market understanding, business models, governance, negotiation techniques, game theory, trends analysis and, not least, value creation perspectives.

Who we are:

<p>PALLE HØY JAKOBSEN ASSOCIATE PROFESSOR, PhD & DMSc. Tel: +4530444818, E-mail: phj.si@cbs.dk</p>	<p>MOGENS BJERRE ASSOCIATE PROFESSOR, PhD Tel: +4538152122, E-mail: mb.marktg@cbs.dk</p>
 <p>Palle Høy Jakobsen has been the Study Director of the master programmes in Bioentrepreneurship and in Healthcare Innovation at Copenhagen Business School (CBS) and an external lecturer at the University of Copenhagen. He teaches commercialisation and innovation topics within science fields at CBS and UCPH. He has also taught master classes in negotiations at CBS.</p> <p>Dr. Jakobsen was the Director of the Scandinavian unit of EIT Health, one of the largest healthcare initiatives worldwide. Dr. Jakobsen has 14 years of experience with the pharmaceutical company, Novo Nordisk A/S, where he worked several years as a senior licensing director, conducting the negotiation of licensing deals and collaboration agreements with pharmaceutical and biotech companies and academic institutions. He was also manager of a department coordinating postdoc & PhD programmes and academic collaborations worldwide.</p>	 <p>Originally, I have worked as marketing manager and CMO in different companies, before pursuing a consulting career for more than 10 years.</p> <p>I joined CBS as an industrial research fellow in 1995 and acquired my Ph.D. in 1999. I teach courses in Brand Management, International Marketing, Key Account Management, Retailing, Sales Management, and Strategy. My research interests have covered strategic use of branding, B2B relationships, SCM as a marketing tool and recently sales processes as games. I have written articles and books on franchising, brand management, trade marketing, key account management, organizational buying behavior, and strategic relationship marketing.</p> <p>Furthermore, I have acted as consultant for leading firms in various industries. Finally, I have been the academic dean at CBS Executive since 2012.</p>

Our network of collaborators and stakeholders in relation to educational activities includes Novo Nordisk A/S, Lundbeck, Leo Pharma, Novonosis, the Novo Nordisk Foundation, the BioInnovation Institute, Accelerace, and NN Pharmatech as well as academic institutions including Nanyang Technical University in Singapore and EmLyon Business school.