

# BIO DEUTSCHLAND

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Benedikt Hoffmann

Benedikt Hoffmann, Ph.D. currently serves as **Senior Manager New Business Development Janssen** and **J&J Innovation Manager**. Janssen is the pharmaceutical division of Johnson & Johnson (J&J) and develops innovative drugs in 5 selected therapeutic areas, i.e.: oncology, infectious diseases & vaccines, neuroscience, immunology, cardiovascular & metabolism.

In his dual role, Dr Benedikt Hoffmann, screens and evaluates three areas for Janssen and J&J:

- R&D co-operation opportunities in early development phase, i.e. up to phase 2a
- In & out licensing, co-promotion and M&A opportunities from phase 2b onwards
- Non pharmaceutical-products and solutions that would complement Janssen's innovative drugs and improve patient outcome

Prior to his current role, he assumed different marketing & sales roles at Janssen with increasing responsibilities. Amongst others he successfully built up the digital marketing and multichannel selling department for Janssen Germany.

Before joining Janssen Dr. Hoffmann was a senior consultant at the Boston Consulting Group, focusing on the health care and the finance sector. He holds a Ph.D. in biophysics and a diploma in biology and public law.