



Background information

Biography

Gary S. Balkema

**Member of the Bayer HealthCare Executive Committee;
President of the Consumer Care Division**

Since July 1, 2002, Gary S. Balkema has been a member of the Bayer HealthCare Executive Committee and is responsible for the Consumer Care Division as well as Bayer HealthCare's business activities in Latin America.

Balkema was born in 1955 in Ridgewood, New Jersey, USA. He received his Bachelor of Science degree in business administration and his Associate of Science degree in aeronautical science in 1976 from Nathaniel Hawthorne College, New Hampshire, USA. He received a Master of Business Administration degree in 1981 from Fairleigh Dickinson University, New Jersey, USA.

Balkema joined Bayer as the President of the U.S. Consumer Care division in December 1994, bringing with him 18 years of experience in the consumer products business. He was formerly head of American Cyanamid's Lederle Consumer Health Division in Wayne, New Jersey, USA, an organization he joined in 1977. Throughout the years, he held positions of increasing responsibility in manufacturing, sales, product management and strategic business management in American Cyanamid's Household, Toiletries and OTC medicine divisions.

In May 2000, he was appointed General Manager of the Consumer Care Business Group of Bayer AG. His responsibilities included strategic direction and worldwide leadership for the business group. In addition, he was Executive Vice President and member of the Executive Committee of the US-subsiary, Bayer Corporation.

He is an associate member of the National Association of Chain Drugstores, past chairman of the Consumer Healthcare Products Association, and past chairman of the World Self-Medication Industry (WSMI).