

Kristien Massaer

Master in Economics, Managing Director of SimaMed Consult BVBA

Kristien Massaer founded SimaMed Consult in 2016. The company's main focus is on market access for medicines that cover a wide range of disease areas. SimaMed Consult also offers significant expertise in health economics, value analysis, pricing strategies, networking with clinical experts and risk sharing agreements.

Between 2008 and 2015, Kristien was in charge of the market access department Oncology & Orphan diseases at Novartis Oncology Belgium.

Previously she worked as price and reimbursement manager at Pfizer (2006-2008) and as health economist and reimbursement manager at Sanofi (2001-2006).

At the beginning of her career, she held commercial positions at United Biscuits (2000-2001) and Procter & Gamble (1996-2000).

In 2015, Kristien also graduated as a trainer in communication skills.