



## News release

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### **Margaret Fairhurst: Head of Global Marketing in the Animal Health Division of Bayer HealthCare**

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**Leverkusen, July 20, 2007** – Margaret Mary Fairhurst (48) was appointed Head of Global Marketing in the Animal Health Division of Bayer HealthCare effective April 1, 2007.

Margaret Fairhurst, who holds German nationality, was born in South Africa on July 4, 1959. After leaving school, she studied chemistry and biochemistry at the University of Witwatersrand, South Africa, graduating as a Bachelor of Science in 1981. One year later, she was awarded a post-graduate diploma in Business Management, followed by a post-graduate diploma in Marketing Management in 1983. Both diplomas were awarded in Johannesburg, South Africa.

Ms. Fairhurst started her professional career as a chemist in 1981 at the pharmaceutical company Baxter in Johannesburg. From 1984 to 1998, Ms. Fairhurst was employed in various managerial positions on three continents at the Swiss company Roche, most recently as General Manager Consumer Health in Auckland, New Zealand.

In 1998, Ms. Fairhurst transferred to the U.S. health care company Bristol-Myers Squibb, where she initially worked in Marketing at the company's headquarters in Plainsboro, New Jersey, USA. She was then assigned various managerial assignments in Asia, including General Manager Hong Kong Pharma, Regional Manager Consumer Care, Head Consumer Care China. From 2003 to late 2004, she was based in France where, as Senior Director, she was responsible for European portfolio lifecycle management.

Margaret Fairhurst joined Bayer HealthCare in Leverkusen in January 2005, where she was responsible for the Genito-Urinary therapeutic area (including Levitra) in the Global Strategic Marketing Department of the Pharmaceuticals Division.

Ms. Fairhurst is married and has four children.

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