

Your trusted partner for market entry in Switzerland

Are you a biotech/pharma company looking to enter the Swiss market? Swizzard Pharma is here to assist you as your trusted local partner.

Choose from our range of services – from comprehensive office setup and establishment license support, to advice on regulatory matters, distribution strategies and market access. Our dedicated team helps you prepare for a seamless launch. We guide you through medical engagement, market insights and effective sales and marketing strategies.

Streamline your market entry journey and make your product a success with Swizzard Pharma's assistance in navigating the subtleties of the Swiss market.

Our comprehensive solutions for your Swiss market entry



Building the company

- Office setup
- Establishment license
- Distribution strategy



Defining the strategy

- Regulatory support
- Market access
- Launch readiness



Implementing the launch

- Medical engagement
- Market insights
- Sales and marketing

Your trusted partner in Switzerland, dedicated to guiding you through the entire market entry process with expertise and precision

Ready to start your Swiss journey? Take the first step with Swizzard Pharma AG



Michael Zürcher, PhD EMBA
Founder & CEO

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- Founded Swizzard Pharma AG in 2020.
- Holds a PhD in Immunology, and an Executive MBA from the University of Zurich.
- Set up the Swiss affiliate of Portola Pharmaceuticals from scratch while acting as General Manager.
- Was the European launch leader for an orphan disease asset at Celgene.
- Has managed business units at Celgene and AbbVie.
- Held multiple management positions at Roche and Essex/MSD.
- Draws on previous experience as management consultant at The Boston Consulting Group.



Karin Senn, PhD
Medical Director

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- Holds a PhD in Biology from ETH Zurich and has several years of postdoctoral research experience.
- Has held various medical and commercial roles in the biotech and pharmaceutical industry over the last 20 years.
- Draws on experience and connections in the medical field internationally and in Switzerland.
- Is skilled at building KOL networks and helping clients achieve launch readiness with medically sound go-to-market strategies.



Bettina Schelbert, EMBA
Commercial Director

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- Graduated as a natural scientist from the ETH Zurich, and holds an Executive MBA in Marketing Management & Entrepreneurship.
- Has 20 years of marketing and sales experience in the pharmaceutical industry in a broad range of different disease areas.
- Is an expert in go-to-market strategies, marketing and sales initiatives, market mapping and supply chain.