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Over The Counter 29 Aug 2023: How To Be A Consumer Health Leader, With BSS Consulting's Birgit Schuhbauer

by [David Ridley](#)

In this episode, HBW Insight talks to BSS Consulting's Birgit Schuhbauer about her stellar career in consumer health. Until recently, Schuhbauer was global vice president of Johnson & Johnson's Self Care franchise and president of the Association of the European Self-Care Industry. Now running her own consulting business, Schuhbauer reflects in this first part of a two-part exclusive interview on her career highlights, what it takes to be a leader in OTC and on her role as the AESGP's first female president during a time of unprecedented change.

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You can find the contact details for Birgit's new company, BSS Consulting, [here](#)