



Name Piotr Romanowski

Piotr Romanowski is a Partner in charge of PwC Advisory Business (Consulting & Deals) in CEE/CIS. His personal client work focuses on strategic and transactional topics in Financial Services. Piotr has over 15 years of professional experience in management consulting and banking. Before joining PwC, Piotr was a Partner at McKinsey. Within McKinsey his primary focus was on financial services in Central Europe and Russia where he supported clients on a wide range of issues related to strategy, sales, risk management, operations and corporate finance. Piotr was also a Management Board Member of Bank Millennium S.A., one of the top 10 listed Polish banks, where he was in charge of the corporate & investment banking division and brokerage house. He holds a PhD in molecular biology from the University of Cambridge, UK, a PhD in cancer genetics and an MD degree. His interests outside PwC focus on fostering commercialization of biotech innovation in Poland.

Project History

Piotr's health care expertise includes a number of projects on private health insurance and private provision of care. His key projects include:

- Developing an entry strategy on the private health insurance market for a major universal insurer in Poland; the project covered creation of the health insurance business line including products, distribution model, organization, provider sourcing
- Developing a health care sector strategy for a major universal insurer in Poland; the project covered overview of all potential business opportunities across the health care value chain (private care provision, managing customer access and triage, drug reimbursement insurance, public health care spend management on a TPA basis) and a detailed feasibility study of developing an alternative private drug reimbursement insurance system
- Developing a practical go-to-market plan for the health care business of a major universal insurance player in Poland covering product definition, sales strategy, customer service model, as well as legal, regulatory, tax, and financial concept for the health care-related entities within the group
- Developing a supplementary private drug cost insurance concept for a major universal insurer in Poland; the concept covered commercial and regulatory aspects of product structure, distribution model as well as testing of the concept with key pharmaceutical market players
- Creating a framework for the private supplementary health insurance in Poland; working on behalf of the Polish Insurance Association for the Ministry of Economy the project outlined key legal, tax, organizational levers to create a sizeable private health insurance market and thus channeling additional funds from the private sector to health care
- Conducting a commercial due diligence of a specialized hospital financing player in Poland on behalf of an international private equity fund
- Conducting as post-merger integration project after acquisition of a specialized hospital financing player by and international health care factoring player. The work covered all operational, finance, risk, regulatory, and compliance areas, which required migration from a

non-regulated entity context to the regulatory requirements of a banking group.

- Conducting a feasibility study for a private hospital network business development in Poland by a joint venture of a major local insurer and an international HMO
- Developing a market entry strategy for Poland for a major international pharmaceutical benefits manager
- Conducting and outside-in commercial due diligence and business concept validation for an acquisition of a major country-wide hospital network in Poland
- Creating a business plan for providing private ART (assisted reproductive technologies) services in Poland for international clients
- Developing a product/market strategy for Poland for one of the leading global pharma
- Developing a product/market strategy for Russian for one of the largest global ethical drugs manufacturers
- Conducting a commercial due diligence of the leading Polish ITC drug manufacturer on behalf of a global consumer health care company
- Developing a product relaunch strategy for a leading prescription weight loss medication of the US market

In addition, Piotr has extensive experience across financial services – both as consultant and senior executive - covering banking, insurance, brokerage, asset management.

Prior Work Experience

August 2010 to present, Chairman of the Supervisory board for Selvita, a Polish based biotech company.

April 2008 to March 2009, Member of the Management Board for Bank Millennium S.A., one of the top 10 listed Polish banks, where Piotr was in charge of the corporate & investment banking division and brokerage house.