

## Boyden's Leadership Series features Bayer Brazil's Theo van der Loo

**The president of one of Bayer's largest global markets shares his views on how to keep a workforce innovative, socially aware and ahead of the competition.**

**SÃO PAULO, Brazil, May 16, 2017** – Boyden, a premier global talent and leadership advisory firm with more than 65 offices in over 40 countries, today released its latest issue of the Boyden Leadership Series, featuring an in-depth interview with Theo van der Loo, President of Bayer Brazil.

In the interview, van der Loo shares insights on the importance of staying focused to achieve the best financial results, as well as the key characteristics he believes keep a workforce innovative, socially aware, and most importantly, ahead of the competition.

"Theo's ability to motivate and drive innovation has created a dynamic Bayer culture that is highly focused on delivering the best results for its customers, investors and employees", said [Trina Gordon](#), President & CEO of Boyden. "His deep knowledge of the Brazilian market, combined with his extensive global experience, make him uniquely placed to offer insights on the changing dynamics and human capital trends in the pharmaceutical and life sciences sectors."

"As a widely recognized industry figure, an important part of Theo's impressive career has been his ability to build talent and manage great teams", said [Aurea Imai](#), a Managing Partner of Boyden Brazil and leading member of the firm's Global Healthcare & Life Sciences Practice. "The insights he shares are applicable to all types of aspiring young managers as well as established executives looking to accelerate their careers."

Van der Loo has been President and Country Speaker for Bayer in Brazil since 2011. He is a native Brazilian and has lived in Europe, where he earned his bachelor's degree in business, followed by an MBA in the United States. He returned to Brazil in 1980, starting as a management trainee in the pharmaceutical industry, and later joining Schering AG in Brazil as Marketing Director, while working across Berlin, Mexico City and Madrid. When Bayer acquired Schering, van der Loo became responsible for the Bayer HealthCare Division, moving ultimately into his current role.

During his career, van der Loo has been elected Chairman of the Board of Interfarma (Brazilian Research-Based Pharmaceutical Manufacturers Association) four times. He is also currently a Board Director at Sindusfarma (Industry Syndicate of Pharmaceutical Products in the State of São Paulo) and the German Chamber of Commerce - São Paulo, and a member of the Advisory Board at ETCO.

The full interview with van der Loo is [available here](#). For a comparison with Boyden's Aurea Imai on Brazil and the emerging opportunities for talent, [click here](#).

Previous issues of Boyden's *Leadership Series* include interviews with [Janelle Gale](#), Vice President of Human Resources at Facebook; [Ralph Scozzafava](#), Chief Operating Officer (now CEO) of Dean



Foods; [Alec Ross](#), Distinguished Visiting Fellow at Johns Hopkins University and author of the New York Times number one bestseller *The Industries of the Future*; [Bill Ingham](#), Vice President, Global Human Resources of Visa; [Dawn Hudson](#), Chief Marketing Officer of the National Football League; [Mark Devadason](#), Global Head of Sustainability at Standard Chartered Bank; [Noor Menai](#), President & CEO of CTBC Bank USA; [Stephan Winkelmann](#), President & CEO of Automobili Lamborghini S.p.A.; [Svein Rennemo](#), Chairman of Statoil; [Umrhan Beba](#), former Region President for Asia Pacific for PepsiCo and currently Senior VP and CHRO at PepsiCo; [David Gergen](#), Director of Harvard's Center for Public Leadership and former presidential advisor; and [Robert Reich](#), currently Chancellor's Professor of Public Policy at the University of California at Berkeley and former US Secretary of Labor. All are available on Boyden's website.

### About the Series

Boyden's *Leadership Series* is an ongoing publication that highlights the views of high-profile business leaders on issues relevant to leadership, management and talent acquisition. The series' editors conduct interviews with heads of corporations and other key organizations across the globe to further growth and the exchange of ideas.

### About Boyden

Boyden is a premier leadership and talent advisory firm with more than 65 offices in over 40 countries. Our global reach enables us to serve client needs anywhere they conduct business. We connect great companies with great leaders through executive search, interim management and leadership consulting solutions. For further information, please visit [www.boyden.com](http://www.boyden.com).

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