



Doing Business in China: A U.S. Executive's Experience

Roger Bird

Abbott Nutrition

Senior Vice President, U.S. Nutrition



Thursday, February 4, 2016

1:00—2:00 pm

Mason Hall, 2nd Floor Rotunda

(250 W Woodruff Ave, Columbus, OH 43210)

The Ohio State University campus

China's enormous economy and expanding middle class have opened new opportunities for American businesses. Roger Bird, Abbott Nutrition's Senior Vice President and President, U.S. Nutrition, will share his experiences as a senior executive in China while discussing the opportunities and risks that a growing China brings for U.S. companies

Roger Bird was appointed as Abbott's Senior Vice President, U.S. Nutrition in February 2015. Prior to assuming his current position, Mr. Bird served as Divisional Vice President, General Manager for Abbott Nutrition's business in China and Hong Kong. There he oversaw the successful launch of Similac Eleva and Similac Qinti, two infant formula products that significantly strengthened Abbott's presence in China's market.

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