

# Challenges in a changing environment

**Mireille Sanders**

Chief Operations Officer

**Dutch Life Sciences Conference**

Leiden

24 May 2022



2019

TU/e

Technische Universiteit  
Eindhoven  
University of Technology

1987



2016



1996



2009



2007



2001



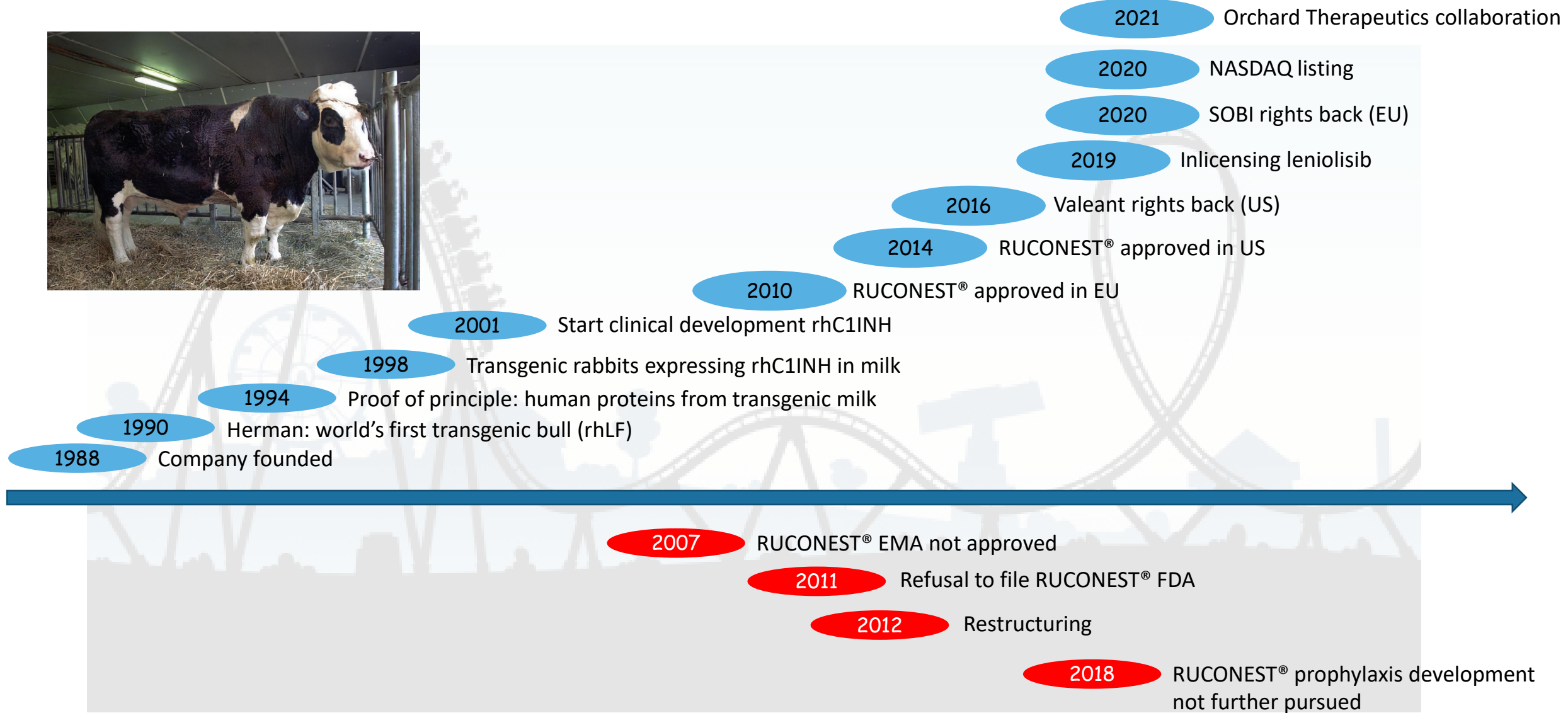
2004



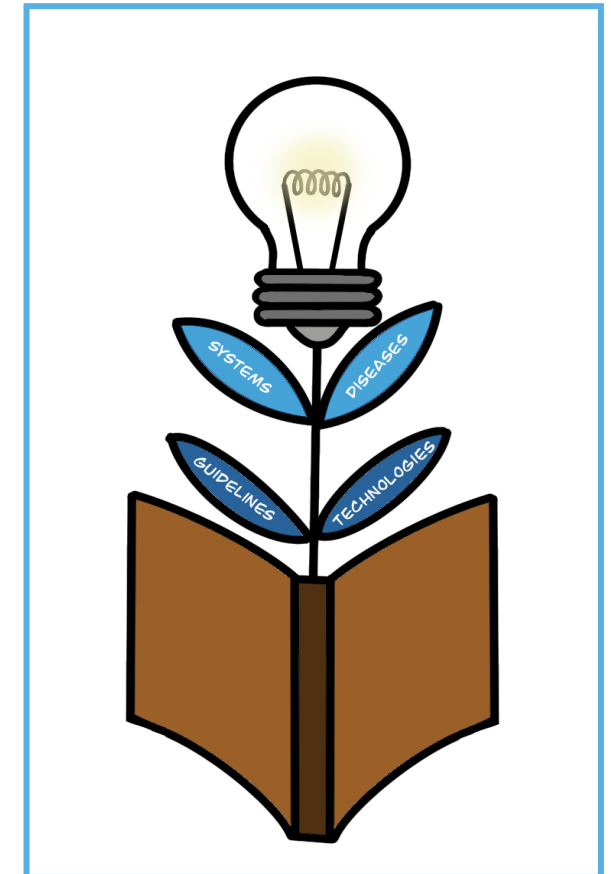
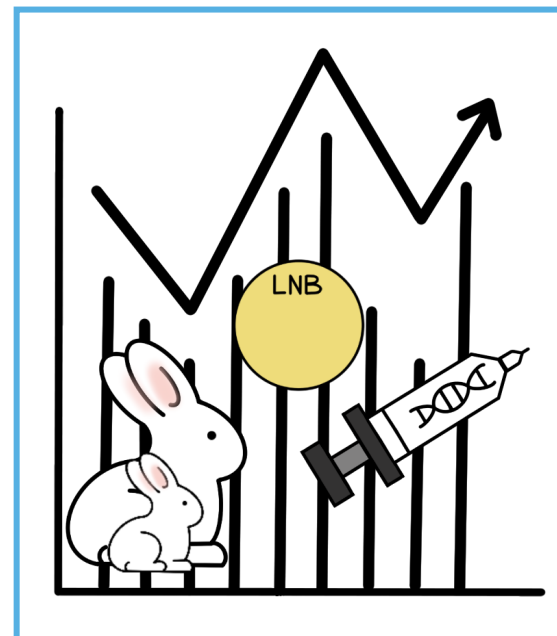
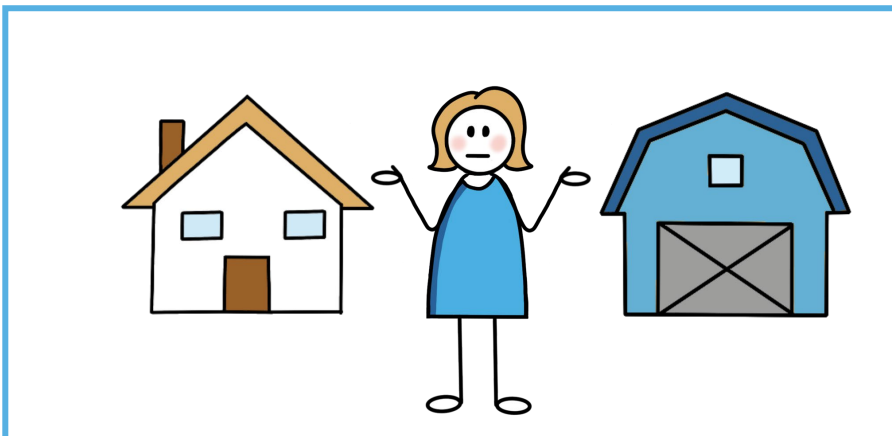
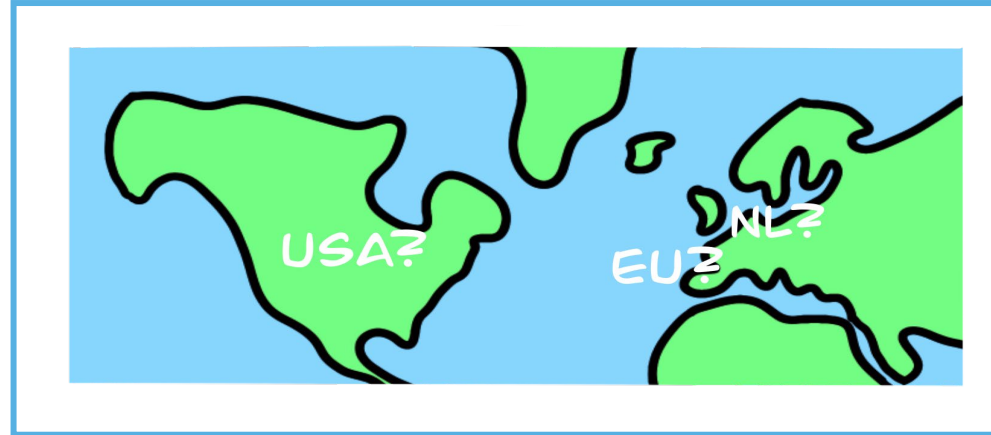
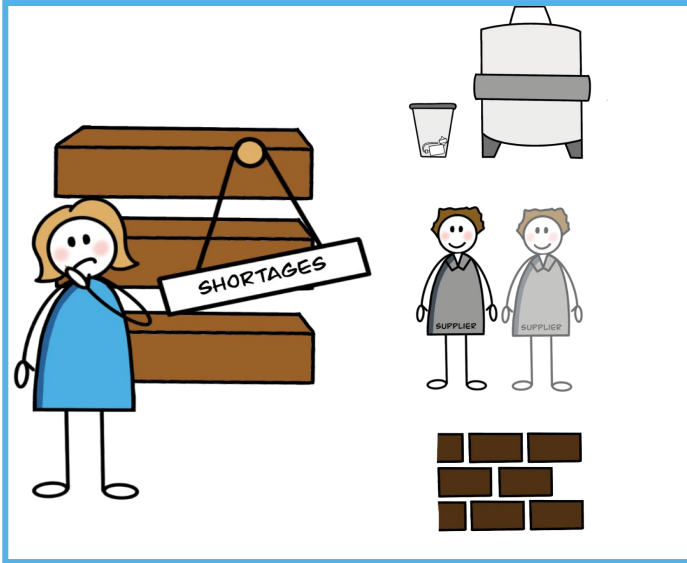
# Pharming's roller coaster



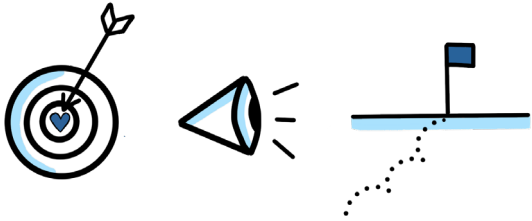
# Pharming's roller coaster



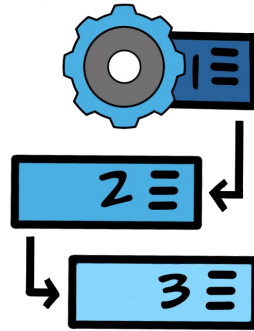
# Challenges in a changing environment



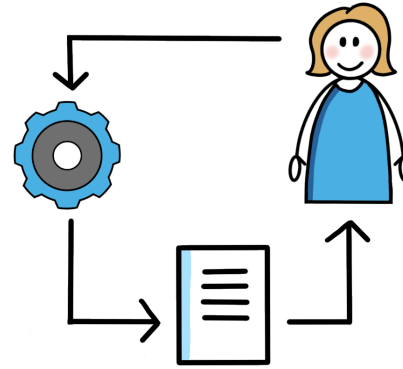
# Lessons learned scale-up company



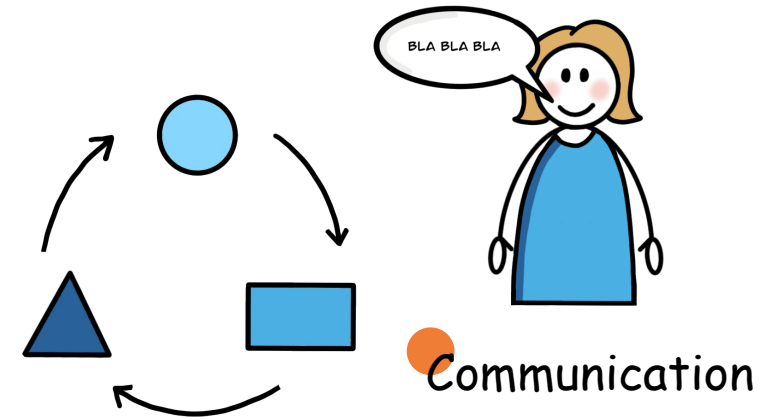
Purpose, vision and mission



Priority setting

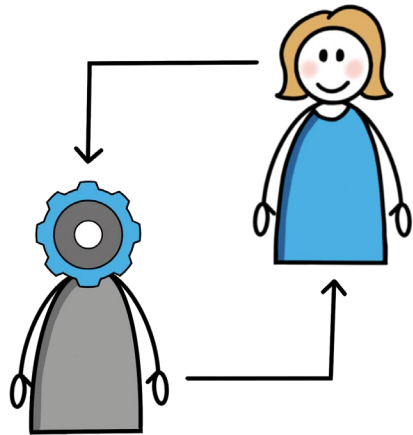


Structure

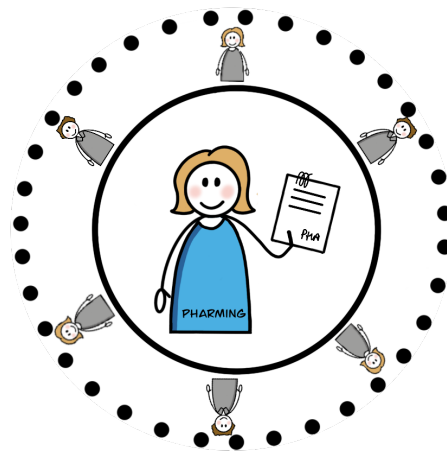


Communication

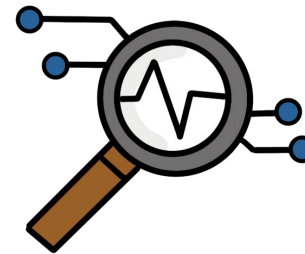
Adapt not copy



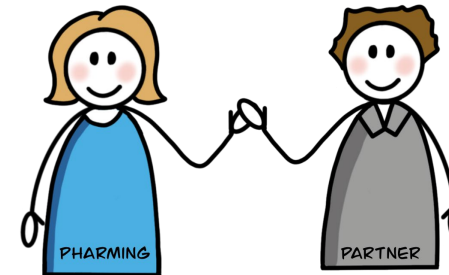
Change management



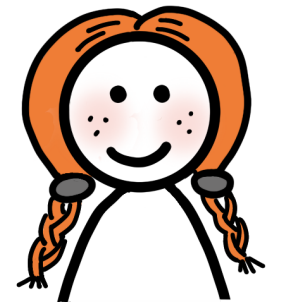
Flexible shell



Transparency



Strong partnerships



Pippi

