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Ulrich Madeja is Executive Director of the department Global Healthcare Programs of Bayer Pharmaceuticals in Berlin/Germany. He completed his medical studies at the Humboldt University in Berlin in 1985 and gained clinical experience as a physician until 1989 when he decided to join pharmaceutical industry (initially Schering AG, since 2006 Bayer AG). He worked in various positions in headquarters in Berlin and abroad. Since 2007 he is responsible to manage Bayer's Access to Medicines Programs and related educational programs in collaboration with various partners as e.g. WHO, USAID, BSR. Together with Meridian Inc. he holds responsibility for the development of Workplace Educational Materials aiming to increase access to information on priority health topics such as family planning and reproductive health to create healthier workplaces in developing countries.