



Karl Wündisch is president of Transfer Pricing Pharma-Biotech. For over 25 years until the end of 2005 he has been corporate officer of Schering AG, Germany with corporate governance responsibilities, amongst others as Head of Corporate Transfer Pricing, for the Schering Group worldwide. After graduate studies towards an MBA in economics at the Free University of Berlin, postgraduate studies in international business in the USA at the University of Minnesota, Minneapolis, the Graduate Business School of New York University, New York, and teaching at the University of Texas, Austin, Mr. Wündisch during more than 30 years asserted ethical management responsibility in the Pharmaceutical-Biotech Industry in various functions and countries.

The increasing importance of transfer pricing and the need to keep control of intellectual property rights determined him to build and to take responsibility for the central functions Corporate Transfer Pricing, Corporate Trademark Center and Corporate Portfolio Control. The growing regulatory impact on national and supranational controls of market prices for medicines prompted Mr. Wündisch to create the corporate function Global Pricing for the Schering Group.

As corporate management and governmental authorities alike appeared acutely unaware of the intricate transfer pricing risk exposure within the pharmaceutical and biotech industry, Mr. Wündisch saw the need to write and to present at many national and international conferences as well as to national and supranational governmental authorities about the business model of this industry and how it is affected by transfer pricing.

Mr. Wündisch is Co-Author of the 2nd revised und enlarged edition of "*International Transfer Pricing in the Ethical Pharmaceutical Industry*", International Bureau of Fiscal Documentation, Amsterdam 2003, as well as Author of "*Pharmaceutical Industry and Transfer Pricing - Anything Special?*", International Transfer Pricing Journal, November / December 2003, "*The Research-based Pharmaceutical Industry and Society - What is at Stake in the Future?*", Journal of Pharmaceutical Marketing & Management, February 2005, "*Transfer Pricing and Foreign Direct Investment Decisions*", Tax Management Transfer Pricing Report, Vol 14, No 9, Bureau of National Affairs August 31, 2005, "*Rampant Globalisation - Yet a Dearth of Professionals to Lead the Way in Transfer Pricing?*", Tax Management Transfer Pricing Report, Vol 16, No 10, Bureau of National Affairs Washington, September 25, 2007 and Tax Planning International Transfer Pricing, Vol 8, No 8, August 2007, BNA International London, "*EU, grooming future leaders in transfer pricing*", Tax Planning International Transfer Pricing Vol. 9, No 1, January 2008, BNA International. London and "*European Union Transfer Pricing Audit Training: A Report from the November Fiscalis Seminar in Hungary*" Tax Management Transfer Pricing Report, Vol 16, No 20, Bureau of National Affairs February 28, 2008, "*Optimale Organisation des Transfer Pricing als Risk Management Programm*" in Internationale Verrechnungspreise, Lektion 5, Management Circle Verlag, 4. Auflage Eschborn 2009.

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