



MYRTHA HURTADO RIVAS, Chair, ECTA WIPO-Link Committee, Novartis, CH

Myrtha joined Novartis International AG in September 2016 to globally lead Trademarks, Domain Names & Copyright for the Novartis group of companies, i.e. Alcon, Novartis Pharmaceuticals, Novartis Oncology and Sandoz. An extensive and diverse education along with time spent at the Swiss Federal Institute of Intellectual Property in Bern followed by 5 years at Sandoz and 5 years at Novartis Pharmaceuticals has led to a breadth of experience in intellectual property. With particular expertise in Trade Mark, Design, Copyright and Domain Names Law, including Anti-Counterfeiting & Parallel Trade, as well as international business law and the pharmaceutical industry.

As Myrtha fluently speaks 5 languages, German, French, English, Italian and Spanish, her capacity to understand the nuances of global business is a great asset for Novartis. Myrtha's current appointment at Novartis has provided the opportunity to lead five diverse trademark teams in different sectors of one of the pharmaceutical industry's leading players as well as contribute to policymaking.

Myrtha has an Executive Master of International and European Business Law M.B.L.-HSG from the University St. Gallen, a Master of Advanced International Studies from The Diplomatic Academy of Vienna & University of Vienna and a Bilingual law degree (German - French) from the University Miséricorde, Fribourg.

Myrtha's Peruvian heritage provides a final slice to an IP professional who truly encapsulates what it means to be a global citizen.

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