

Press release

Simon-Kucher appoints Falko Graf-Meisner as Partner in its Healthcare & Life Sciences division

Frankfurt, 21 July 2026 – Simon-Kucher, the world's leading commercial growth and pricing consultancy, is pleased to announce the appointment of Falko Graf-Meisner as Partner in its global Healthcare & Life Sciences division. He is based in the firm's Frankfurt office.

Graf-Meisner brings more than 16 years of experience in the pharmaceutical and biotech industry, with a strong track record of helping organizations drive marketing and sales excellence to boost topline growth. He began his career at ZS as an Associate before joining Leo Pharma as a Sales Force Excellence Manager. He later returned to ZS, where he spent 11 years advising leading life sciences companies on commercial strategy and transformation, ultimately becoming an Associate Principal and leading the firm's Frankfurt office. Most recently, he spent the past two years at IQVIA as Senior Principal. At Simon-Kucher, Graf-Meisner will be part of the firm's global Healthcare & Life Sciences commercial service line team.

"The pace of change in the life sciences industry has never been greater. Throughout my career, I've been passionate about helping organizations turn commercial strategy into excellent customer engagement and measurable impact," said Graf-Meisner. "I'm excited to join Simon-Kucher and collaborate with our talented teams to help clients navigate this transformation, accelerate commercial excellence, and ultimately improve patient access to innovative therapies."

"Falko combines deep pharmaceutical expertise with extensive experience leading complex commercial strategy programs," said Dominic Seitz, Partner at Simon-Kucher. "His proven track record in helping organizations design and implement high-impact commercial strategies further strengthens our Healthcare & Life Sciences practice and enhances our ability to support clients as they navigate an increasingly complex market environment."

Graf-Meisner holds a PhD in Biology from the University of Wuerzburg, where his research focused on neurovirology and neurodegenerative diseases. His scientific background, combined with his commercial consulting expertise, enables him to bridge scientific innovation with practical business strategy for pharmaceutical clients.

Graf-Meisner's appointment reflects Simon-Kucher's continued investment in expanding its Healthcare & Life Sciences capabilities and reinforces the firm's commitment to helping clients unlock better growth through commercial excellence.

About Simon-Kucher

Simon-Kucher is a global consultancy with more than 2,200 employees in 30+ countries. As a trusted commercial advisor focused on unlocking better growth, we combine deep consulting expertise, growth specialization, and technology to scale lasting impact. We optimize every lever of commercial strategy – product, pricing, innovation, marketing, and sales – based on what customers want and value. With over 40 years of monetization experience, we are recognized as the world’s leading commercial growth and pricing specialist.

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