



## Steven Burton

Business Unit Vice-President, Weight Control Division  
GlaxoSmithKline Consumer Healthcare



Steven Burton was appointed Business Unit Vice-President, Weight Control in December 2004. As the head of GlaxoSmithKline Consumer Healthcare's newest division, he is responsible for managing the establishment of this new franchise of weight control products and services.

Steven has over 20 years of commercial experience in the food and healthcare industry and has spent the last 15 years in brand and general management. Since he joined GlaxoSmithKline Consumer Healthcare in 1992, Steven has held various management positions, including Director of U.S. Smoking Control, Business Unit Vice-President, Smoking Control, Strategic Development & Rx-to-OTC Switch and Vice-President of GSK Brand Reputation Initiative (US Pharmaceuticals Division).

Steven's previous responsibilities include the Rx-to-OTC switch of the NicoDerm CQ Patch, establishing it as the leading nicotine patch. He managed the launch of Nicorette Mint, NicoDerm CQ Clear Patch, the Commit Lozenge and Abreva cold sore remedy. Steven also produced GlaxoSmithKline's first corporate advertising campaign designed to increase the perceived value of medicines and awareness of patient access programs.

Steven came to GlaxoSmithKline Consumer Healthcare from Heinz USA Division, where he managed brands such as Heinz and Weight Watchers food products. He has a Bachelor of Arts in Biology and Neurochemistry from Northwestern University and a Masters in Business Administration from the Joseph M. Katz Graduate School of Business at the University of Pittsburgh.