

## **Biography Carola van der Hoeff**

Carola van der Hoeff currently holding the position of Chief Operating Officer and Congress Director at International Pharmaceutical Federation (FIP) which is the global federation gathering 146 national associations of pharmacists and pharmaceutical scientists. Carola van der Hoeff is responsible for overseeing the organization's daily operations and enhancing internal processes to help the nonprofit grow and fulfill its mission.

Carola van der Hoeff has graduated from the Higher School of Economics in Amsterdam, the Netherlands majoring in International Business.

Before joining FIP, she had been working for over 16 years as a Professional Congress Organizer.

### **Other activities:**

President Elect of AC Forum

Chairmen of the Pre-finance & Guarantee fund in the Netherlands

### **Award:**

PCMA 2019 Global Business Events Executive of the Year