

## Crowell & Moring Int'l Names Former Merck Senior VP As CEO

By Tracey Read

*Law360 (February 5, 2024, 12:39 PM EST)* -- Crowell & Moring International LLC, the law firm's global public affairs affiliate, announced Monday that a healthcare and public policy leader with diverse business, legal and government experience has joined as president and CEO.

Geralyn Ritter most recently worked as executive vice president of corporate affairs, sustainability and environmental, social and governance at Organon, a global healthcare company that spun out of Merck & Co. Inc. three years ago.

She's also worked in the executive offices of Merck, the Pharmaceutical Research and Manufacturers of America and the U.S. Trade Representative, and is a former trade counsel for Covington & Burling LLP.



Geralyn Ritter

Ritter told Law360 Pulse on Monday that she joined CMI in part due to its excellent reputation for client service, which she can speak about firsthand.

"I have had the good fortune to work with Crowell & Moring and CMI for a long time," she said. "We were clients when I had a leadership role at PhRMA back in the early 2000s, and more recently, in my job at Organon, we were also a CMI client. And it was such an honor to be considered and now to have taken this role at a firm that has a real legacy. A lot of consulting firms come and go, but CMI has been around since 1987."

Ritter will be taking over for former ambassador Robert Holleyman, who had led CMI for seven years and is retiring next month, the firm said.

Ritter focuses mainly on pharmaceuticals, healthcare, international trade, environmental, ESG and global public policy.

Philip T. Inglima, chair of Crowell & Moring, called Ritter a trusted leader with strong business acumen and a proven ability to navigate complex issues and bring together diverse stakeholders.

"Geralyn not only brings extraordinary credentials that will benefit our clients as they seek to drive change across a broad array of issues, but she was a client of CMI and understands the value of the multi-lateral work and impact that this widely respected global policy and advocacy firm has had since its founding three decades ago and continues to have today," Inglima said in a statement.

Ritter was Organon's lead global spokesperson and directed its government affairs and corporate responsibility efforts, bringing strong market and media recognition to the company and its mission of delivering healthcare products that make healthier lives for women around the world, the firm said.

Before that, she worked at several top positions at Merck & Co. from 2008 to 2021, including as senior vice president. During her tenure, she led the creation of Merck for Mothers, a global initiative to reduce maternal mortality.

The Stanford Law School graduate co-chairs the Patient and Family Advisory Council at Penn Presbyterian Medical Center, and is a board member of both the Sanford School of Public Policy at Duke University and Domus Pacis Family Respite, a Colorado-based non-profit that supports patients and families facing terminal cancer.

She has a bachelor's degree from Duke University and a master's degree in international economics and European studies from Johns Hopkins University, according to her LinkedIn profile.

She is also a sought-after public speaker, patient advocate and author. She recently published "Bone by Bone: A Memoir of Trauma and Healing," her account of suffering near-fatal injuries in the derailment of an Amtrak train outside Philadelphia in 2015 and her long recovery in the years since, the firm said.

CMI has offices in the United States, Europe, Asia, and the Middle East and North Africa. CMI works closely with Crowell Health Solutions, a strategic consulting firm that helps clients find solutions to pay for healthcare.

--Editing by Nicole Bleier.