



## Sample Attendee List 2014

Job Title	Company
Account Director	Boomerang Pharmaceutical Communications
Account Director	CircleScience
Account Director	Halesway Ltd
Account Director	KnowledgePoint360
Account Director	Networks in Health
Account Director	Oxford PharmaGenesis Ltd
Agency Manager	NuBlue
Art Director	Boomerang Pharmaceutical Communications
Assistant Director Multi-Channel Market	Pfizer
Associate BM Oncology	Eli Lilly and Company Ltd
Associate Brand Manager - Diabetes Solutions	Eli Lilly and Company Ltd
Associate Brand Manager, MS	Genzyme
Associate Creative Director	KnowledgePoint360
Associate Director	Ebee Limited
Associate Director Commercial Effectiveness	Genzyme
Brand Manager	AstraZeneca
Brand Marketing Manager	Genus Pharmaceuticals
Business Analyst	ViiV Healthcare
Business Development	World One Research
Business Development Director	HMA Digital Marketing
Business Development Director	Networks in Health
Business Development Manager	Bluelight Partners
Business Director	Networks in Health
CEO	Connectmedica Sp. z o.o.
CEO	Doctors.net.uk
Channel Management Leader	Amgen
Chief Executive	Havas Lynx
Cymbalta Brand Manager	Eli Lilly and Company Ltd
Digital Business Strategy Manager	Sanofi

Digital Communication	Genzyme
Digital Customer Engagement Manager	GlaxoSmithKline
Digital Director	Life Healthcare Communications
Digital Programme Manager	Complete Digital
Digital Project Portfolio Manager	Sanofi-Aventis Groupe
Digital Projects Manager	Servier Laboratories Ltd
Digital Projects Manager	Springer Healthcare Ltd
Director	Blue Latitude
Director	Dark Horse Agency
Director	Havas Health Software
Director - Business Development	3G Doctor Limited
Director of CME Services	Nucleus Holdings Ltd
Director of Editorial Operations	KnowledgePoint360
Director of Medicines Information	DataPharm Communications Ltd
Director, eMarketing, Specialty Effectiveness in Europe	Pfizer Ltd
Director, Global Patient Engagement	LEO Pharma A/S
Director, Marketing Database Solutions EMEA	Epsilon International
Doctor	In Control Consulting
eBusiness Manager	Bristol-Myers Squibb
eChannel Programme Manager	Bristol-Myers Squibb
eMarketing Associate	Eli Lilly and Company Ltd
eMarketing Brand Manager	Boehringer Ingelheim Denmark A/S
e-Marketing Manager	Roche Nederland BV
eMarketing Operations Specialist	Shire
eMarketing Project Manager	Boehringer Ingelheim Denmark A/S
eMarketing Specialist, ADHD	Shire
EUCAN Multi-Channel Marketing, IT Director	MSD
European Account Executive	Veeva Systems
Executive Vice President - Asia Pacific & Emerging Markets	Indegene Lifesystems Pvt Ltd
Founder	Neovoca Ltd
Founder & CEO	TeamGB
Functional Information Manager	Novartis Pharma France
Global Product Development Director	Springer Healthcare Ltd
Global Sales and Marketing Procurement	Pfizer
Global Sales and Marketing Procurement	Pfizer
Global Unbranded Portals CoE Project Leader	MSD
Head GMO Radiology	Bayer Pharma AG, GMO Radiology
Head Marketing Communications	Bayer Pharma AG, GMO Radiology
Head of Digital	ICC Lowe London
Head of Digital Delivery	CDM London
Head of eBusiness EMEA	Genzyme
Head of Medical Information and Medical Governance	Bayer
Head of Nordic Marketing	Boehringer Ingelheim Denmark A/S
HIV Marketing Europe	Bristol-Myers Squibb

International & Operational Excellence Leader Global MultiChannel Marketing	MSD
International Business Development Manager	Springer Healthcare Ltd
International eMarketing Manager	Shire
International eMarketing Specialist	Shire
Internet & Social Media Manager	F. Hoffmann-La Roche Ltd
Key Account Manager	Agnitio
Leader MCM International Strategy and Key Initiatives, Global MultiChannel	MSD International GmbH
Management Consultant	N2Services
Manager	ViiV Healthcare
Manager & Innovation Coach, eBusiness Europe	Bristol-Myers Squibb
Manager, eMarketing	Abbott Laboratories
Manager, Vienna eMarketing Center Co-Lead Programme Strategy & Innovation lead Specialty Care	Pfizer
Managing Director	Channel Health
Managing Director	Dark Horse Agency
Managing Director	Nucleus Holdings Ltd
Managing Director	Pharmaceutical Ethics
Managing Partner	Bluelight Partners
Market Intelligence Manager	Daiichi Sankyo Development Ltd
Market Research and Digital Marketing	Genzyme
Marketing Assistant	Eli Lilly and Company Ltd
Marketing Assistant	Roche
Marketing Manager	Agnitio
Marketing Manager	Allergan
Marketing Manager	Springer Healthcare Ltd
Marketing, Europe	Forest Laboratories
Multi-Channel Manager	Pfizer
MultiChannel Marketing Manager, Middle Europe	MSD International GmbH
New Promotional Models Manager	Boehringer Ingelheim
Nordic eMarketing Project Manager	Boehringer Ingelheim Denmark A/S
Pharma Digital Development	Tangent 90 Ltd
Pharma Digital Strategy and Social Media Consultant	Healthcare Management Consultants Ltd
Principal Architect	AstraZeneca
Principal BRM	AstraZeneca
Product Manager	Genus Pharmaceuticals
Product Manager Specialty Antibiotics	Forest Pharmaceuticals
Project Leader	Servier
Project Manager, Digital Communications	Baxter
Project Manager, Digital Marketing	Novartis Animal Health Inc
Regional IT Director - Australia, Canada and Europe	Eli Lilly and Company Ltd
Remote Sales Manager	Boehringer Ingelheim Denmark A/S
Sales Director	dINK BVBA
Scientific Advisor	Nestle Nutrition Intsitute

Senior Account Director	McCann Manchester
Senior Account Executive	Tudor Reilly
Senior Account Manager	CDM London
Senior Commercial Excellence Manager	Bayer Pharma AG
Senior Digital Marketeer	GlaxoSmithKline
Senior Digital Marketing Manager	GSK Vaccines
Senior Director, Global Strategic Marketing Operations	Abbott Laboratories
Senior eMarketing Manager UK & ROI	Eli Lilly and Company Ltd
Senior Global Brand Manager	Merz Pharmaceuticals GmbH
Senior Manager, eMarketing	Abbott Laboratories
Senior Product Manager Rare Disease	Genzyme
Senior Research Analyst	Mckinsey & Company
Senior Specialist, Marketing Comms/Channels	MSD Belgium
Social Media Manager	Novo Nordisk
Specialty Care Business Unit Manager	Eli Lilly and Company Ltd
Strategic Sourcing Manager	Amgen
Strategy Director	Vivid Lime
Technical Project Director	McCann Manchester
Thinking Engineer	Go MAD Thinking
Training Manager	Servier Hellas
UK Webmaster	Eli Lilly and Company Ltd
Vice President	Anthill Agency GmbH
Vice President ACUMED	ACUMED
Vice President, Customer Orientation & Innovation	Janssen
Visiting Research Fellow and Adjunct Professor	Open University Business School / SDA Bocconi
VP CRM Strategy	Veeva Systems