

## Executive Board – Agency Member Application – April 2019

<p>Fenna Gloggner Director Strategic Initiatives Healthcare Research Worldwide (HRW)</p> <p>Switzerland f.gloggner@hrwhealthcare.com</p>		<p><b>*Number of years in International Healthcare Market Research:</b></p> <p style="text-align: center;">20</p>
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<p><b>Brief Career history:</b></p>	<p>I joined HRW Healthcare in 2015 and now head the company's Swiss office in Basel. Agency-trained, I have more than 18 years pharma market research experience. Prior to HRW, I spent the majority of my career on the client side in a variety of Global brand insights roles at Novartis' Swiss headquarters.</p> <p>With an academic background in the social sciences (politics/economics), I particularly enjoy working at the interface of the social and natural sciences where pharmaceutical market research resides. After 18 years, I am still passionate about the search for that one insight that can change a whole strategy and a keen explorer of new methodologies that may help us get there.</p> <p style="text-align: center;"><a href="https://ch.linkedin.com/in/fennagloggner">https://ch.linkedin.com/in/fennagloggner</a></p>
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<p><b>*Involvement in any EphMRA activities or Committees</b></p>	<p>EphMRA Board Member since 2017. Regular attendance and presenting at EphMRA conferences and chapter meetings. Organising committee member Basel Chapter meeting 2019. Member of the EphMRA 'Future Thinkers' committee 2013 (while at Novartis).</p>
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<p><b>*Why would you like to be an Agency Member representative on the Board? Please explain why you would like your colleagues to vote for you: (max 50 words allowed)</b></p>
<p>EphMRA has been a constant fixture during my insights career – from trainings attended as a junior researcher, through committee work during my time on the industry side, to now working with an agency very actively involved with the organisation. I would be delighted at the opportunity to 'give something back'.</p>