

Executive Board – Agency Member Application 2021

<p>Beatrice Redi Senior Director, International Client Partner Elma Research Italy</p> <p>bredi@elmaresearch.com</p>	 A portrait of Beatrice Redi, a woman with short blonde hair, smiling and resting her head on her hand. She is wearing a patterned top and a red necklace.	<p>*Number of years in International Healthcare Market Research: 27</p>
--	---	--

<p>Brief Career history:</p>	<p>I have 27 years of working in the Healthcare sector, both industry side and agency side. Industry side I have worked for Schering-Plough, MSD, Gilead Sciences, Otsuka Pharmaceutical, Grunenthal and Mylan (ex Rottapharm). Industry side I have transitioned in leading different roles in Sales & Marketing, Digital, Communication and Commercial Excellence. Agency side I started my career in Frost & Sullivan and quickly moved to IMS Health Global Consulting where I worked as a Senior Project Manager for Global Primary Research. In the last 2 years I have moved back to agency side (after 20 years in industry) to work for IQVIA in their Global Primary Research Center of Excellence out of Milan. I have recently joined Elma Research as a Senior Director as their International Client Partner with the objective of building up Elma's reputation and business outside of Italy.</p>
<p>*Involvement in any EphMRA activities or Committees</p>	<p>I served as Vice President of EphMRA from 2007-2010. I always used to attend the annual conference and have kept up with EphMRA via trainings, webinars, newsletter and the website.</p>

<p>*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)</p>
<p>I was VP on the Board some years ago and then I was able to bring EphMRA's voice into the world and elevating the role of Marketing Research.</p> <p>I would now like to join again for the same reasons, but also this time to offer a different perspective, to bring all the experience from the different roles I've covered.</p>