


## Executive Board – Agency Member Application 2021

<p>Anni Neumann Associate Director of Health Strategy Creation.co UK  anni@creation.co</p>		<p><b>*Number of years in International Healthcare Market Research: 4</b></p>
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<p><b>Brief Career history:</b></p>	<p>After my apprenticeship in Germany in logistics, I moved to South America (Peru) and worked for over 8 years in an international pharmaceutical company. I was in charge of international business development and successfully led the registration of many new drugs in South America. I had the privilege to meet many different ambassadors stationed in Peru as part of my industry building network and I got involved in different working groups to support healthcare and the pharma industry relationships between European countries and South America. The company itself was also part of different societies and industry chambers where I was also involved. During my time in Peru, I travelled extensively and got to know the pharma industry and all of its different challenges and opportunities around the world.</p> <p>After moving to the UK I continued to work as a consultant for the Peruvian pharmaceutical company. I attended many different pharmaceutical conferences in Europe and developed business relationships for potential new drugs. I joined CREATION.co in January 2017 and have found it fascinating to be sitting on ‘the other side’. My first role was in the Client Services team where I got to meet our clients and lead different projects mainly for the top 10 Pharmaceutical companies.</p> <p>Since January 2021 I am leading the Health Strategy Team, as the Associate Director of Health Strategy, which is a great role to be in as I get to support our clients with so many different opportunities and challenges. And our clients get to pioneer and innovate based on the research and analysis we provide.</p>
<p><b>*Involvement in any EphMRA activities or Committees</b></p>	<p>While not involved directly with any EphMRA committee, I have provided content for March 2021’s EphMRA newsletter and supported the work behind a webinar my colleagues presented in May 2020 on Digital Opinion Leader being the new Key Opinion Leaders.</p>

<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>My time in the pharmaceutical industry has given me a lot of global insight into the challenges that pharma companies are facing. Now that I am leading a team to provide expert advice based on research and analysis, I am determined to support the healthcare industry in any way I can.</p>