

Executive Board – Agency Member Applications 2023

We have 10 applications for 5 positions.

Company	Name	Job Description
7i Group	Melanie Rankin	Research Director, SLT
Adelphi Research	Elizabeth Kehler	Managing Director
Blueprint Partnership	Michael Pepp	Research Director
Branding Science	Carolyn Chamberlain	Global Commercial Director
Cerner Enviza	Adele Li	Senior Client Partner
East To West Marketing Inc.	Anna Vagramova	Director
Medicys	Frank Desbuquois	Managing Director
Purdie Pascoe	Stephen Potts	Director
Ripple International	Amr Khalil	Managing Director
SKIM	Marcel Slavenburg	Senior Director

Melanie Rankin Research Director, SLT 7i Group		*Number of years in International Healthcare Market Research: 5
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Contact Details		
melanie.rankin@7i-group.com		Alderley Park UK

Brief Career history (200 words max)
<p>Started career in b2b research for 6 years, including healthcare and medical devices. Then moved into pharma specific market research at Adelphi Research and was there for 3 years. Currently at 7i Group, a small agency which can offer a combination of PMR, desk research, RWE, forecasting depending on client needs. I am on the senior leadership team and responsible for People & Training.</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 (200 words max)
<p>I'm passionate about healthcare market research and very keen to work closely with the board to help shape the industry as it moves forward. I'm committed to ensuring excellence in everything we do and would love to extend that to the wider healthcare market research community.</p>

<p>Elizabeth Kehler Managing Director Adelphi Research</p>		<p>*Number of years in International Healthcare Market Research: 13</p>
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Contact Details		
<p>elizabeth.kehler@adelphigroup.com</p>		<p>5th Floor, Adelphi Mill, Bollington, Macclesfield Cheshire, UK SK10 5JB</p>

Brief Career history (200 words max)
<p>I have been MD of Adelphi Research since 2020, having held senior positions in the business since 2010. These roles have built on my strategic insight and client services experience from multiple industry sectors and global geographies over my career of 30 years in communications and market research. I have been leading cultural transformation in our business and leveraging the design thinking foundations I have cultivated over the past 4 years. This sort of work truly fuels me and it lends itself well to helping our clients achieve business evolution they are working toward. I think this experience both commercially and within our business gives me a broad view that not only keeps us as an industry organisation at the forefront of important trends and topics in pharma, but also how we engage our agency cultures and our successful service for our pharma clients</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 (200 words max)
<p>I have served going into a third year on the conference committee and have truly enjoyed engaging with the presenting teams and elevating content that is part of the annual event. I would like to commit time to EPHMRA to expend that involvement to wider initiatives that will benefit both the organisation and driving its relevance with agencies and client members, but also address issues that are meaningful and beneficial to the future of our industry</p>

Mike Pepp Research Director Blueprint Partnership		*Number of years in International Healthcare Market Research: 25
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Contact Details		
m.pepp@blueprintpartnership.com		MIOC, Styal Road, Manchester, M22 5WB

Brief Career history (200 words max)
<p>I am a qualitative researcher with over 25 years' experience in international pharmaceutical research. Training at Context Research, I focused on supporting branding and brand development. At Branding Science and later at Blueprint Partnership, my focus has gradually widened to include a wider range of skills and applications, including patient research, rare diseases and brand positioning. Throughout, I have been interested in getting beyond the limitations of question and answer approaches, helping to develop and popularise several now common-place qualitative approaches borrowing from ethnography, NLP, etc. For the last 4 years, I have led the innovation efforts at Blueprint Partnership, actively assessing and deploying sentiment analysis, voice-based emotional assessment, personality psychology and behavioural economics. I am currently assessing the research applications of generative AI and studying part-time for an MSc in Behaviour Change. I am very keen to share innovations with other researchers and promote best practice. Over the years I have presented papers and led workshops at EPHMRA, BHBIA and AEMRI conferences, and attend EPHMRA, BHBIA and IIEEX events. I previously served on the EPHMRA programme committee in 2018.</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 200 words allowed)
<p>Pharmaceutical market research is facing a period of accelerating change, with the rise of client data sources and DIY tools reshaping the scope for research projects, while Generative AI offers new opportunities for insight for efficiency. At the same time, agencies will have to compete by offering our clients innovations that provide genuine insight advantages. I expect the next 5 years are going to see a fundamental change in pharma research, with new players emerging and renewed focus on supporting the integration and dissemination of insights across client companies. EPHMRA should have a central role, guiding and supporting market research as a professional discipline through this period of significant change. There are two particular areas where I would like to help EPHMRA meet the needs of members:</p> <ul style="list-style-type: none"> • I would like to help EPHMRA provide more collaborative opportunities for agency and industry research professionals to discuss and assess new tools and possible research opportunities, while maintaining a focus on and compliance with our professional standards • I would like to help EPHMRA provide more opportunities to showcase innovative companies / new research applications – allowing the specific needs of pharma research to be addressed at an early stage

Carolyn Chamberlain Global Commercial Director Branding Science Group		*Number of years in International Healthcare Market Research: 25 (more years than I care to remember!)
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Contact Details		
Carolyn.chamberlain@branding-science.com		

Brief Career history (200 words max)
<p>Since graduating in 1995 from Durham University, I have dedicated my entire career to working in Global Healthcare insight, strategy, immersion and action. I have been incredibly fortunate working with some truly phenomenal individuals - spending 10 years at AZ Global HQ launching key global mega brands including statins and oncology products which have transformed patients' lives. I have spent the last 15 years agency side – working for both large and small companies – developing and leading successful global healthcare qualitative teams, leading international commercial and research teams across Europe and more recently including the US, and tackling key issues in our industry from data/fieldwork collection and quality through to respondent engagement/participation, insight generation and immersion and driving quality standards to elevate the image, profile and importance of Insights to fuel strategy within the Pharma Industry. I have presented and chaired discussions at many International Pharma conferences with clients.</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 (200 words max)
<p>Due to AI technology, our industry is changing at a phenomenal pace. My view is that AI won't replace our roles, it will change the way we work. A researcher using generative AI will replace our roles.</p> <p>I believe as a board (post covid) we need to tackle the above and be pioneers for disruption and change!</p> <p>If colleagues voted for me again, I would dedicate my time and experience to collaborate with members and support your needs. My goal is to constantly evolve and improve what we do for the greater good.</p>

Adele Li Senior Client Partner Cerner Enviza		*Number of years in International Healthcare Market Research: 20
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Contact Details		
adele.li@cernerenviza-cn.com		Room 04S132, 4 th Floor, Shanghai Plaza, 138 Middle Huaihai Road, Huangpu District, Shanghai, China

Brief Career history (200 words max)
<p>Adele Li, is a highly accomplished leader with 20 years' experience in Market Research. She leads its business growth and development in Cerner Enviza China. Adele focuses primarily on utilizing innovative research methodology, developing unique syndicated offerings and managing a high-quality research team to deliver exemplary services for pharmaceutical and medical device companies. Her experience also includes launching the first and biggest daily physician panel for promotional audit covering 3000+ physicians, developing global and local pharmaceutical clients, building CRM and business intelligence solutions as well as data optimization services for pharmaceutical clients. In recent years, she is leading many digital studies and publishing industry reports. She is an Executive MBA alumnus of China Europe International Business School (CEIBS). She holds a degree from Shanghai International Studies University in Linguistics and Literature.</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 (200 words max)
<p>When Client and Agency work closely together it will bring more value to the industry development. Also, as I am CphMRA (China EPHMRA) vice chairman, it is my duty and strong desire to have this great opportunity to build strong partnership with EPHMRA. if I can be a member representative on the board, I will try my best to build this close connection with two groups for more collaboration and win-win situation.</p>

Anna Vagramova Director East To West Marketing Inc.		*Number of years in International Healthcare Market Research: 20+
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Contact Details		
avagramova@east-to-west.net		580, 101-1001 West Broadway, Canada

Brief Career history (200 words max)
<p>With over twenty years of solid experience performing and organizing international project management and market research projects, I have built a reputation of knowledge, effectiveness, and leadership. I have a strong international profile built on decades of successful work with international clients, Key Opinion Leaders and government organizations. My experience in living and working in dozens of countries gives me the adaptability, flexibility, and natural negotiation and communication skills necessary to complete multinational projects, to concentrate on the strategic planning. I started my career working for the advertising department of the publishing company, in London, UK. After immigrating to Canada I worked as a recruiter and interviewer for large research agencies. Later on, I opened up my own company, providing full service research solutions in Russia, Eastern Europe and Canada. In 2006, "East To West" was incorporated. Based in Vancouver, Canada, my company provides comprehensive research solutions across Canada, in Eastern and Central Europe. "East To West" is a member of BHBIA, EPHMRA now and ESOMAR and Intellus in the past. My hobbies include volunteering, snowboarding, creating abstract compositions with preserved moss, writing short stories.</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 200 words allowed)
<p>I would be happy to share my experience related to conducting research in Eastern Europe with my colleagues from Western countries and companies. The ability to share information, knowledge and experiences, empathize, make me a good candidate for this role.</p>

Frank Desbuquois Managing Director Medicys	No photo available	*Number of years in International Healthcare Market Research: 25
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Contact Details		
f.desbuquois@medicysltd.co.uk		Sittingbourne, ME101QA, Kent, United Kingdom

Brief Career history (200 words max)
Founded Medicys in 2022

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 200 words allowed)
<p>I am eager to serve on the EPHMRA Board to actively contribute to shaping the future of pharmaceutical market research. With my extensive experience in the industry and a strong commitment to high-quality standards, I believe I can bring valuable insights and fresh perspectives to the Board's discussions and decision-making processes. My passion for innovation and collaboration will enable me to effectively represent the interests and needs of Agency Members. I understand the challenges our industry faces and am determined to work collaboratively with other board members to address these issues and find solutions that benefit all stakeholders.</p> <p>I am well placed and committed to staying informed about emerging trends, regulatory changes, and best practices to ensure that our industry remains at the forefront of excellence.</p>

Stephen Potts Director Purdie Pascoe Ltd.		*Number of years in International Healthcare Market Research: 28
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Contact Details		
stephen.potts@purdiepascoe.com		Unit 2 Dovedale Studios, 465 Battersea Park Rd, London SW11 4LR

Brief Career history (200 words max)
<p>I became a healthcare market researcher in 1995, firstly with NOP Healthcare (now Ipsos) and then with TNS (now Cerner Enviza), where I gained an excellent foundation in market research techniques. In 2000, I moved to Asia and spent 15 years focusing on the Asia Pacific and Middle Eastern regions. It was here that I helped to establish Kantar Health's APMEA business.</p> <p>In 2016, I returned to the UK, initially as MD of Kantar Health. In March 2020, I joined Purdie Pascoe as a Director, where I work with global and regional clients on International multi-country studies.</p> <p>During my career, I have worked with all types of healthcare businesses, including pharma, medical devices and diagnostics, as well as PR and communications agencies. I have broad experience across both quantitative and qualitative methodologies. In fact, my passion is to work with clients on their business questions and to find the best way to answer these, combining traditional approaches with the latest technologies.</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 (200 words max)
<p>EPHMRA has been an incredibly important organisation for me during my career. In my early years, EPHMRA helped to train me, gave me networking opportunities and set the standards for our evolving industry and I now want to give back and help to support the next generation of healthcare market researchers.</p>

Amr Khalil Managing Director Ripple International		*Number of years in International Healthcare Market Research: 24
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Contact Details		
amr.khalil@ripple-international.com		London UK

Brief Career history (200 words max)
<p>This year I am celebrating 24 years' experience in the industry, I have dedicated my career to helping develop pharmaceutical brands through global strategy and communication. I have been a Director at Double Helix Development and Planning Shop International, before starting my own research and insights consultancy, Ripple International in 2008.</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 (200 words max)
<p>EPHMRA has always been pivotal to our work and the industry. It is the key resource that underpins our community and sets our standards for ethics, guidelines, culture and excellence.</p> <p>Over the years I have developed an understanding of the important role EPHMRA plays in supporting the research community and would like to put that knowledge and experience to good use.</p> <p>I can actively contribute to helping and enhancing the organisation to adapt and develop particularly at a time when the industry is changing rapidly. EPHMRA needs to continue to modernise in the way it interacts with its members, both industry and agency, in order to continue to actively support and fulfil their needs. As a keen and active member of the board over the past 2 years I have championed how EPHMRA interacts with its members.</p>

Marcel Slavenburg Senior Director SKIM		*Number of years in International Healthcare Market Research: 22
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Contact Details		
M.Slavenburg@skimgroup.com		Weena 695, B6.036, 3013AM ROTTERDAM, The Netherlands

Brief Career history (200 words max)
<p>Marcel gained his Master's degree in International Business Communication Studies in 1999 from Radboud University Nijmegen, The Netherlands and has worked in international (healthcare) market research for over twenty years. In addition to having led various business units, he has remained a very all-round and well-versed practitioner.</p> <p>In his current position as Senior Director, Marcel is involved in Client Consultancy, Learning & Development and Methodology & Innovation. He has a particular interest and expertise in qualitative research where he is currently exploring novel methods, including the use of chatbots and AI.</p> <p>Marcel is actively engaged in and sharing this knowledge through the EPHMRA Learning and Development Committee and as EPHMRA Board Member. He is passionate about the industry and is looking forward to shaping the future of research.</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 (200 words max)
<p>Marcel possesses a wealth of experience in the field of market research. His expertise would greatly contribute to guide the direction of EPHMRA and ensuring that it remains at the forefront of industry developments.</p> <p>As a member of the board, Marcel would have the opportunity to use his leadership skills to help shape the future of the organization and drive positive change within the industry. In addition, his passion for innovation and progress is also a key asset. EPHMRA is committed to staying ahead of the curve when it comes to new research techniques and technologies, and his enthusiasm for these areas would be an important asset in this regard.</p> <p>Overall, Marcel has the perfect combination of experience, skills, and passion to be an outstanding member of the EPHMRA Board. His unique perspective and innovative ideas would help to drive EPHMRA forward.</p>