

2025 – 2027 Agency Board Member Candidates

Listed in company alphabetical order

Elizabeth Kehler Managing Director Adelphi Research	
Number of years in International Healthcare Market Research: 13	

Brief Career history (200 words max)

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. As traditional market research needs are rapidly evolving, I am working with my team very closely on diversifying how we leverage our research discipline in a more multi-faceted data environment to continue to provide our clients with impactful strategic evidence-based partnership. In order to do this well, I continue to embark upon continuous personal learning which keeps me energised in our professional endeavours.

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)

This enthusiasm is something I hope I am bringing to the Board of EPHMRA, which ideally translated into ongoing improvements in membership experience with the organisation. My focus over the past two years on the Board has been to enhance engagement strategies with a first step in generating extensive membership feedback that has cascaded in change initiatives that have been implemented across our range of working groups. I would love to have another term to take engagement to the next level and continue to strengthen and deepen the impact of our organisation with our industry and agency members.

Gemma Parlange Iturmendi CEO APLUSA	
Number of years in International Healthcare Market Research: 25+	

Involvement in any EPHMRA activities or Committees, Speaking at events etc
2014-2015 EPHMRA DATA COMMITTEE as leader of IMS Global Market Insights (MIDAS and Syndicated studies)

Brief Career history (200 words max)
<p>Since I joined IMS Health, over 25 years ago, I have gladly spent my entire professional career supporting the Healthcare industry and working closely with most pharma companies around the world. During my time in Germany and in my role as Sales Director, I was part of the leadership team who introduced the very needed innovation to provide transparency on the German market, focusing on prescribers and their true prescribing habits. Living in Switzerland and in the UK and leading our European KAM initiative and in my role as VP Mid-size Markets EMEA, I was able to focus on supporting the European Headquarters, as well as developing new solutions providing longitudinal patient and doctor insights around selected critical therapeutical areas. I would like to highlight my role as General Manager of Global Market Insights, which allowed me to develop strong partnership with EPHMRA, listening to their recommendations and adapting our offerings to their expressed needs. I was also the IQVIA CCO, Technology until my departure in 2017, when I joined Parexel to lead their Global Access unit. In 2020 I cofounded Lumanity and became their Chief Development Officer and RWE President. In December 2024 I joined APLUSA as CEO</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 a passion to support the healthcare industry with innovative and pragmatic solutions which will support the understanding of their markets, the underlying dynamics, the patients preferences, the doctors habits and anticipating future trends. I believe that our industry is at a crossroad and the methods from the past will no longer help answer the questions of today. I want to work with likeminded experts in developing new solutions, supporting partnerships and redefining the role of market research in the AI era. I believe that my decades of experience combined with my commitment to innovation and my ability to work in partnership, provides me with the necessary skills and capabilities to become a contributor to the EPHMRA Board. I have indeed worked with some of the most important agencies in our space, leading tangible innovation in each of them. There is almost no significant pharma company with whom I have not collaborated, which has helped me understand the diverse and evolving needs of our industry. Having said this, I continue to seek opportunities to learn from those around me and enjoy participating in open and constructive forums, where ideas and different points of view are shared and openly discussed.</p>

Paula Coyle
Director
Beyond Blue Insight

Number of years in International Healthcare Market Research: 20



Involvement in any EPHMRA activities or Committees, Speaking at events etc

I presented at 2019 annual conference on agile research (at Research Partnership) and 2023 Basel meeting on forecasting (for Beyond Blue). I regularly attend the Basel chapter meeting.

Brief Career history (200 words max)

I am a career market researcher, I started out in consumer research, but switched to pharma when MMR opened a pharma arm and called it HRW. Since then I've been at Research Partnership and now part of the leadership team at Beyond Blue.

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)

With 20 years of experience in pharmaceutical market research, I have developed a true passion for high quality primary market research that genuinely supports business decision making. I believe that my industry experience equips me with the knowledge and expertise to contribute meaningfully to the EPHMRA board. I am dedicated to inspiring the future of market research by integrating AI technologies, alongside more traditional research approaches, to improve our research capabilities. As head of training for the last 3 years, I am passionate about developing new talent in the industry, and would love to bring this passion to the team to foster innovation and growth within our field. The EPHMRA board plays a crucial role in shaping the future of pharmaceutical market research, and I am eager to collaborate with fellow board members to ensure we continue to lead with vision and integrity.

Joe Gadilhe
Managing Director - Europe Branding Science

Number of years in International Healthcare Market Research: 15



Involvement in any EPHMRA activities or Committees, Speaking at events etc

Over the years, I have had the privilege of presenting, hosting, and speaking at a wide variety of events in the pharmaceutical industry. This includes hosting a fun game show-style round table in Basel, discussing "Generation Y" with Bill Anderson at Roche, and speaking at numerous conferences.

One highlight was my stage presentation at Reuters Pharma on the importance of insight led, patient-centric branding, and led a workshop the following year on the rise of AI and its implications for Pharma leaders. I have continuously championed my teams and our active involvement with EPHMRA, making it a key part of our yearly plans. Whether it's Chapter meetings or the main conference, we're there. This year, we're excited to have two papers accepted, including the opening paper for the conference.

I'm stepping forwards as I personally want to get more involved and purposefully contribute to our professional community, especially now at a crucial point for our industry.

Brief Career history (200 words max)

Joining Branding Science in 2009 marked a significant milestone in my life, transitioning from recruitment in Financial Services to Healthcare market research. This move was purposeful, driven by my desire to work in an industry where my efforts truly mattered, and my exposure from studying Medicine at Imperial College. Working with Mike Pepp in my formative years, I learned foundational principles in behavioural science and market research. Jonathan Hoare, a brand consultant, further shaped my belief in insight-driven decision-making as crucial for successful brand building.

My journey has been one of continuous learning and development, progressing to Director in the Wandsworth office and later establishing a new office in Boston, Massachusetts. In 2020, I returned to the UK as Managing Director - Europe, leading a talented team to deliver innovative solutions in pharmaceutical market research and branding. Supporting the company's growth and transformation, including launching new offices in Germany and Switzerland, has been immensely rewarding. The challenges and successes have deepened my passion for making a positive impact in the pharmaceutical sector, fostering collaboration between agency and company teams.

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)

After significant change, the Pharmaceutical PMR, and insights industry stands at a pivotal moment. Over the past five years, we have faced upheavals, challenges, and revolutions. From COVID-19 to AI advancements, we have shown resilience and innovation, adapting to scenarios that seemed impossible over the past 30 years. Now, we are at a crossroads, and I am motivated to work with our EPHMRA community to redefine the role of marketing insights and instil confidence. Our industry has lost connection to our "WHY." As a member of the EPHMRA board, I will work with our community to reinvigorate and define our industry purpose, thereby positioning insights sustainably for the future. Conversations at industry conferences have focused on the tools and channels we use. As agency and industry partners, we must balance the narrative to elevate the value and impact of our work — smarter decision-making for stronger brands and better patient outcomes. If successful, I propose sponsoring and working tirelessly with an integrated group of industry and agency stakeholders to re-establish the position and purpose of insights within European Pharmaceutical Marketing and Intelligence teams, focusing on opportunities rather than challenges brought forward by global and industry events.

Laura Mucha
Executive Director
Buzzback

Number of years in International Healthcare Market Research: 10+



Involvement in any EPHMRA activities or Committees, Speaking at events etc

Regular attendee at EPHMRA events (inc. 2025 UK Chapter meeting and Annual Conference) Have spoken at Basel Chapter meeting Agency champion of EPHMRA events and awards - driving awards submissions in current role and previous role at Branding Science Coached Future Leaders award-winner (2022)

Brief Career history (200 words max)

I have 25 years' agency and in-house experience, straddling policy/social research, primary market research, marketing, comms and brand consulting, and digital analytics/AI. The diversity of my research career is also mirrored in my broad experience across sectors, regions, business challenges, client stakeholders, and methodologies. I made a deliberate move into healthcare insights around a decade ago, inspired by life events and my personal values to focus on work that has clear social impact. For the past ~10 years, I have specialised in healthcare analytics and integrated intelligence, harnessing digital behavioural and attitudinal data, real world data, advanced analytics techniques and AI, alone or in combination with primary research. My healthcare experience centres on pharma and takes in multiple therapy areas, especially oncology, immunology, haematology, and rare disease. I have also partnered with clients in diagnostics, Medtech and, latterly, consumer health businesses. Currently, I lead buzzback's European business, which straddles healthcare and consumer research and means we can draw on expertise and latest thinking from within the healthcare industry and beyond.

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)

In short, I want EPHMRA to continue to succeed and I believe that I can play an active role in shaping its ongoing success. EPHMRA matters. It brings together people and ideas, facilitates peer-to-peer exchange and challenges us all to learn from (and adopt) best practices which, in turn, drive up overall standards across our industry and support better outcomes for patients. EPHMRA also champions the next generation of healthcare insights leaders and showcases our industry as a career destination for talented professionals. I believe we can go even further to engage with, learn from and support our future leaders. If selected, I will bring a valuable point of difference to the Board as an expert in healthcare data analytics and AI as well as primary insights. I will bring a commercial focus, an open mind and a collaborative leadership style, an appreciation for the big picture and the detail, and a well-honed sense of humour! I will also draw on my valuable learnings as a Board member of two UK charities for the past two years.

Swaraj Sahay
Evalueserve
Managing Director

Number of years in International Healthcare Market Research: 15+



Involvement in any EPHMRA activities or Committees, Speaking at events etc

Last year, got to attend EPHMRA conference and Evalueserve got membership from 2025. One of Evalueserve colleagues made a presentation on Data build decision -build vs buy. I have been participating in fireside chat in Pharma CI events.

Brief Career history (200 words max)

With over 15 years of experience in pharma analytics and consulting, I specialize in driving data-driven strategies for global life sciences clients. Currently Managing Director at Evalueserve, I lead key accounts, business growth, and high-performance teams across Europe through advanced analytics, competitive intelligence, and AI-powered solutions. Previously, as Client Director, I expanded EMEA operations, managing top-tier pharma portfolios and spearheading complex projects in commercial analytics, epidemiology, and market research. My expertise spans data integration, and workflow automation, with a proven track record in building scalable operations and fostering long-term client partnerships. Earlier roles include Solutions Architect (designing bespoke analytics programs) and leadership positions in market intelligence, where I pioneered insights from IQVIA, social media, and secondary data. My career began at Evalueserve India as a Business Analyst, evolving to Manager roles overseeing global research initiatives. Core strengths: Strategic pharma advisory, team development, and implementing cutting-edge technologies (RPA, BI dashboards) to transform pharma decision-making. Passionate about bridging analytics with business impact in the evolving healthcare landscape

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)

With 15+ years advancing healthcare analytics, I am passionate about realizing EPHMRA's vision of "creating a Healthcare Market Research and Analytics Community that defines, develops and shares best practice." As your Board representative, I'll focus on: 1. Community-Driven Excellence Having built Evalueserve's 50+ member global analytics community, I'll strengthen EPHMRA's role as the hub for collaborative learning - establishing working groups to codify best practices in emerging areas like AI-powered insights and RWD integration. 2. Practical Knowledge Sharing My experience implementing commercial analytics frameworks for Top 20 pharma clients positions me to develop: • Peer-exchange programs matching agency/manufacturer challenges with proven solutions • Case study libraries showcasing gold-standard methodologies • Mentorship initiatives pairing veterans with next-gen researchers 3. Future-Ready Standards I'll ensure our community's outputs align with EPHMRA's ethical framework while driving innovation in predictive analytics and tech-enabled research. Why Vote for Me? ✓ Bridge-Builder: I'll deepen connections between agencies, manufacturers and tech partners ✓ Practitioner's Perspective: My hands-on experience scaling analytics teams ensures recommendations are actionable ✓ Growth Catalyst: I'll expand access to EPHMRA's resources across geographies and career levels Let's co-create a community where every member contributes to - and benefits from - our collective expertise.

Nicolas Occhipinti
CEO
Exafield International

Number of years in International Healthcare Market Research: 23



Involvement in any EPHMRA activities or Committees, Speaking at events etc

I do not often attend EPHMRA events, preferring to ask my colleagues from other affiliates to do so. Exafield attended the German Chapter meeting last year and more recently the UK Chapter meeting in London.

Brief Career history (200 words max)

After a short time in a French pharmaceutical company in the Strategy and Competitive Intelligence department, I joined Stethos Group, an MR company 100% dedicated to healthcare, as a researcher. After 6 months, I became Account Director for a branch of the group specialising in online research. After 3 years in this position, we decided to create an independent fieldwork company always dedicated to healthcare, Exafield. I managed the French office for several years and at the same time developed the various offices in Europe, then LATAM and Northern USA. I am now CEO of the Exafield Group.

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)

My background has given me the opportunity to take a global view of our world, with initial experience in a pharmaceutical company before joining a MR company and now leading a fieldwork group. As Vice President of ASOCS, I have been actively involved in promoting and maintaining the highest standards of ethical conduct and regulatory compliance within the pharmaceutical market research sector at a French level. My role has allowed me to work closely with various stakeholders to ensure that our research methods and practices are in line with national and international regulations. This experience has given me a deep understanding of the complexities and nuances of the regulatory frameworks that govern our industry. I firmly believe that maintaining rigorous ethical standards and complying with regulatory guidelines is paramount to the credibility and success of pharmaceutical market research. My commitment to these principles is unwavering and I have consistently advocated transparency, integrity and accountability in all aspects of our work. By joining the EPHMRA Board, I aim to promote these values on a wider scale and contribute to the development and implementation of best practices that will benefit the industry as a whole.

Annick van Zyl
Research Manager
Instar Research

Number of years in International Healthcare Market Research: 5



Involvement in any EPHMRA activities or Committees, Speaking at events etc

Limited involvement to date, primarily through regularly attending EPHMRA workshops. With an upcoming move to Germany in July, I'm looking forward to greater opportunities to get more actively involved in events and potential committee work.

Brief Career history (200 words max)

Annick is an experienced market research professional with nearly a decade of experience in both quantitative and qualitative research methodologies. Since joining Instar Europe in 2020, she has managed large-scale, multi-country projects in key therapeutic areas such as oncology, psychiatry and metabolism across a range of methodologies. Her passion for healthcare innovation with strong project management skills and advanced analytical abilities enable her to deeply understand client needs and take a strategic, action-oriented approach to deliver impactful results that exceed expectations. A testament to her commitment to knowledge sharing and innovation, Annick was recently appointed Overall Training Coordinator, where she will lead the company's global training programs and drive AI initiatives across regions.

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)

I would be honoured to represent agency members on the EPHMRA Board. With nearly a decade of experience in both quantitative and qualitative healthcare market research, I bring a well-rounded perspective shaped by managing complex, multi-country projects in oncology, psychiatry, and metabolism. Since joining Instar Europe in 2020, I have focused on combining strategic insight with a passion for healthcare innovation to deliver impactful, actionable results for clients. As the newly appointed Overall Training Coordinator at Instar, I am leading global training efforts and driving AI initiatives across regions — reflecting my commitment to knowledge sharing, upskilling, and pushing the boundaries of what research can achieve. While my involvement with EPHMRA has so far been limited to workshop attendance, my upcoming move to Germany presents an exciting opportunity to be more actively engaged with the community. I would bring energy, perspective, and a collaborative spirit to the Board, working to ensure agency voices are heard and supported. I hope my colleagues will vote for me to help shape the future of our industry together.

Aida Tovar
Chief Panel Officer
M3 MR Group



Number of years in International Healthcare Market Research: 16

Involvement in any EPHMRA activities or Committees, Speaking at events etc

I am a committed advocate of EPHMRA, attending annual conference events, and my M3 team to access opportunities provided by the association including committee membership, training sessions, and scholarships.

Brief Career history (200 words max)

I started my career in market research in 2009 as a fieldwork manager at M3 Global Research, which gave me broad exposure to both qualitative and quantitative recruitment. I have been instrumental in the significant growth of the M3 Global Research panel, and during my 16 years of experience in fieldwork and panel management, I have led the recruitment and engagement of healthcare professionals across Europe, North America, and Latin America.

In 2017, I was promoted to my current role of Chief Panel Officer, and now I oversee a global panel, sampling, custom recruitment, and fieldwork team of over 100, who collectively focus on maximising engagement, panel growth, project recruitment, fieldwork, feasibility assessment, data integrity, and quality assurance, underpinned by M3's panel management commitments in line with its ISO 20252 certification.

As a senior leader at M3, with over 800 team members across all market research operations, I work across not only M3 Global Research (US and UK), but also All Global (US and UK), ekas (Australia), m360 Research (India), and QQFS (Sweden), giving me a truly global perspective and unrivalled experience in delivering large-scale healthcare research, business transformation, and change management.

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)

My ambition to join EPHMRA's board stems from recognising that fieldwork providers have long held significant data and tacit knowledge that the wider industry would benefit from accessing. Given my expansive global responsibilities, I am committed to sharing insights from around the world and the associated data derived from delivering over 1.1 million surveys in 2024.

In recent years, my role has led me to engage more with research sponsors and market research agencies. By reconciling research needs with fieldwork best practices, I have become increasingly passionate about sharing my wealth of industry insight with the broader healthcare research community. At M3, I have been directly responsible for implementing key industry-leading 'firsts,' including photo ID verification for respondents, augmented profiling data that reduced screenouts by 50%, and the complete reversal of panel attrition in the world's largest healthcare panel. After 16 years in healthcare market research, I am committed to furthering the industry as a whole.

I am passionate about collaborating with healthcare stakeholders globally to ensure the delivery of high-quality, data-driven insights that ultimately improve patient outcomes and amplify physician and patient voices to bring about real change.

Mattia Marco Caruson
CEO
mama health technologies

Number of years in International Healthcare Market Research: 6



Involvement in any EPHMRA activities or Committees, Speaking at events etc

Speaker at Basel Meeting 2024, presenting the paper "Evaluating consumer preferences and attitudes through AI-driven patient interviews"

Brief Career history (200 words max)

I have six years of specialized experience in healthcare market research, built on hundreds of in-depth interviews with healthcare professionals and patients. Early in my career, I immersed myself in workshops and focus groups, sharpening my understanding of market dynamics by combining qualitative and quantitative approaches. Recognising the gap in capturing the full patient experience, I founded mama health - a real-world evidence platform that partners with leading pharmaceutical companies to transform patient stories into strategic insights. My hands-on expertise is uniquely enhanced by a nanodegree in AI engineering, which has enabled me to integrate advanced, data-driven analytics with traditional research methods. This innovative fusion supports more accurate decision making and drives industry breakthroughs. I am eager to bring this fresh, AI-driven perspective to the EPHMRA Board, ensuring that patient-centric insights are not only preserved, but expanded through digital transformation.

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)

I am eager to represent agency members on the Board by merging solid market research expertise with leading-edge AI innovations. Over six years, my direct fieldwork—including hundreds of detailed interviews—has given me a comprehensive view of our industry's dynamics. Founding mama health allowed me to overcome traditional research limitations by applying AI to distill real patient experiences into actionable insights. My advanced training in AI engineering not only sets me apart, but also empowers me to drive a transformative, tech-forward agenda on the board. I am committed to increasing transparency, modernizing research methods, and ensuring that patient perspectives guide our strategic decisions. I ask for your vote so we can embrace the power of AI to move our industry forward in today's rapidly evolving healthcare landscape of pharmaceutical market research, and I am eager to collaborate with fellow board members to ensure we continue to lead with vision and integrity.

Stephen Potts
Director
Purdie Pascoe Ltd.

Number of years in International Healthcare Market Research: 30



Brief Career history (200 words max)

I became a healthcare market researcher in 1995, firstly with NOP Healthcare (now Ipsos) and then with TNS (now Oracle), 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 and GfK in Emerging Markets.

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.

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.

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)

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.

I have been a Board Member for 6 years, during which time I have been a very active member of the Conference Programme committee. I am delighted to see how our Summer Conference has emerged from COVID stronger and better than ever and would like to continue to contribute to its growing success.

I have also been involved in making sure that EPHMRA evolves to cater to the needs of Young Professionals. This year will see the third cohort of Young Professional Award Winners at our Summer Conference and our first Conference dedicated to Young Professionals and I would very much like to continue to contribute to these initiatives.

Amr Khalil
Managing Director
Ripple International

Number of years in International Healthcare Market Research: 26



Involvement in any EPHMRA activities or Committees, Speaking at events etc

As a dedicated and active member of the board over the past 6 years I have championed how EPHMRA supports the needs of its members. I have enjoyed being a committed and passionate member of the Programme Committee supporting the development of the annual conference over the past 12 years. I have also been integral in helping to set up the Young Professionals Community as well as the AI Community. All these roles have given me the unique opportunity to meet, get to know and interact with a wide range of members across our industry.

Brief Career history (200 words max)

With over 26 years experience in the industry, I have been instrumental in helping to create and develop pharmaceutical brands through global strategy and communication. I started my own strategic research and insights consultancy, Ripple International in 2008, having previously I been a Director at Double Helix Development and Planning Shop International.

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)

EPHMRA is pivotal to our community in setting our standards for ethics, guidelines, culture and excellence. Over the years I have developed an understanding of the role EPHMRA plays in supporting the community. I want to continue to share that knowledge and experience to enhance the organisation at a time when the industry is changing rapidly.

Marcel Slavenburg
Senior Director
SKIM

Number of years in International Healthcare Market Research: 24



Brief Career history (200 words max)

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.

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.

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.

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)

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.

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.

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.

Simon Fitall
CEO
Tudor Health

Number of years in International Healthcare Market Research: 35



Involvement in any EPHMRA activities or Committees, Speaking at events etc

Multiple speaking engagements and roundtable discussions. Formerly Co-Chair of the EPHMRA Foundation

Brief Career history (200 words max)

AC Nielsen Client Service

May & Baker Product Manager

Taylor Nelson Syndicated Research Executive

Marketing Resources International Forecasting agency owner

Taylor Nelson Sofres International Syndicated Research Director

New Heath Systems Inc. (device company) Co-Founder, Director

Galileo Analytics (advanced patient data analytics) Founder

Tudor Health Inc. (syndicated patient-level data provider) Founding CEO

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)

As the industry navigates significant change, I think that my experiences gained from previous periods of great change could be helpful. I am particularly interested in finding ways for EPHMRA to support new and smaller agencies and working with other Board members and members to establish the working policies and standards that our industry will need in the coming years. landscape of pharmaceutical market research, and I am eager to collaborate with fellow board members to ensure we continue to lead with vision and integrity.