

**Niall Baker**

Director

Elma Research

Niall is a highly experienced researcher, with over 15 years in international market research. He has worked for clients across the healthcare and pharmaceutical industries and is also has considerable experience working for global B2B brands. Niall is an experienced LSP workshop facilitator and has used the approach with a range of audiences within the healthcare world.

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**Elena Brutto**

Head of Health

The Nursery Research &amp; Planning

Elena is the Head of Health at The Nursery Research & Planning, with 22+ years' experience in pharma market research behind her. Combining what she knows about doctors, patients and pharma with what she's learning about big consumer brand, she is now thinking very differently about how insights can drive healthcare marketing strategy. B2C marketers are adapting to the realities of the digital world at an impressive pace and now, healthcare marketers can fast-track their personalisation strategies too. Getting a foundational understanding of who the customer and end user really is has never been more important – so Elena and her team prioritise not only the insights themselves but also the strategic counsel that mean those insights actually drive commercial action.

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**Beth Clark**

Director  
Basis Health

Beth is a Director at Basis Health and is passionate about utilising digital technology to uncover and distil insights into actionable recommendations, to help shape customer behavioural change. She has over 10 years of healthcare experience working agency-side across a broad range of disease areas and at all stages of product development lifecycles.

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**Melanie Davis-Hall**

Medical Director  
The Lowdown

Dr Melanie Davis-Hall BMBS (Hons) BMedSci (Hons) DFSRH MRCGP is Medical Director at The Lowdown, as well as a GP and a clinical editor with the British Medical Journal. She combines her frontline experience working with patients, her medical writing skills and her deep knowledge of The Lowdown's community to provide a uniquely informed perspective on the real needs facing women's health today.

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**Vivienne Farr**  
Managing Director  
Narrative Health

Viv has been in healthcare market research for 15 + years. She has put all this experience to good use when setting up the award-winning Narrative Health almost 10 years ago. Viv has presented many times at BHBIA over the years (with particular focus on patient journey and psychological drivers of behaviour and decision making). She has a passion for using research to drive change.

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**Daniel Ghinn**  
CEO and Founder  
CREATION.co

Daniel Ghinn, founder of insights consultancy CREATION.co, has been at the forefront of studying healthcare professionals' (HCPs) digital media engagement since 1998. In his book, *Activating Digital Opinion Leaders*, he outlines a methodology for identifying, engaging, and empowering influential HCPs on social media. Daniel's pioneering work led to the launch of CREATION Pinpoint, an AI-driven platform that monitors millions of HCPs on social media, spotlighting the most influential voices within their networks. Today, he is spearheading the development of a new app that helps HCPs track and enhance their own social media impact. Daniel's mission at CREATION.co is to drive positive health outcomes and transform nations through meaningful healthcare insights.

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### Manuel Guzman Martin

International Business Unit Director  
AplusA

Manuel has over 20 years of experience in the pharmaceutical and MedTech sectors. He began his career at APLUSA in various capacities, culminating in the role of Research Director, before joining bioMérieux as the Global Market Research Manager in 2015. During his tenure there, Manuel informed decision-making for major brands in microbiology, molecular biology, and immunoassay and developed a profound expertise in infectious diseases. He returned to APLUSA as Business Unit Director in 2022. Manuel's career has been dedicated to advancing healthcare market research through innovative methodologies. Manuel is passionate about exploring new research approaches to uncover human beliefs and behaviors that can help informing brand strategies.

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### Noemi Hahn

VP Innovative Methods and Analytics  
Bryter

As Bryter's analytics expert, Noemi fuses her background in cognitive psychology and applied analytics to generate insight-driven insights for clients in the tech, telco, and healthcare space. At Bryter, Noemi has led the development and embedding of advanced statistics into everything Bryter does, from complex choice modelling, consumer segmentations, brand mapping, and messaging prioritisation.

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**Colin Irving**

Business Development Director  
IQVIA

>26 years in pharma, from leading SFE and BI divisions across multiple franchises to directing Oncology, Respiratory and HIV sales functions from launch to LOE, with 12 years 3rd party experience in Bionical and Ashfield Colin is a judge for the PF awards for Omnichannel and has designed Hybrid sales models for large pharma, specialising in building and leading high performing sales teams, performance coaching, EQ and Customer Engagement Models.

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**Katy Irving**

Global Head of Behavioural Science  
Healthcare Research Worldwide

As a founding member of our in-house team of behavioural change experts, HRW Shift, Katy is passionate about pulling validated frameworks from different disciplines to deliver reliable, scientifically-sound, strategic insight for our clients. From her specialism in applied Behavioural Economics to digital technology, she pursues the best ways to really 'access reality' through collaboration, reading, and attending and presenting at conferences; winning several Best of Business Intelligence (BOBI), EphMRA, and Intellus Worldwide awards in the process. When not in our lovely London office or supporting our Marketing and Innovation Teams, she enjoys distance running (six marathons and counting), learning Spanish, and travelling to wine regions with her oenophile husband.

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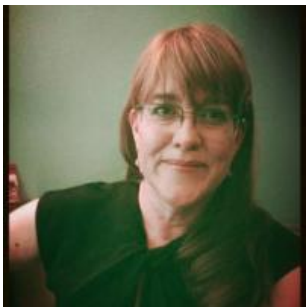


### Felix Jackson

Founder and Medical Director  
medDigital

After training as an anaesthetist, Felix became a pharmaceutical medic and ABPI signatory before he founded medDigital in 2008. Felix is a Fellow of the Faculty of Pharmaceutical Medicine, Visiting Lecturer at KCL and a member of the ABPI Code Working Group.

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### Kerry Kriel

Head of HEOR & Early Assets  
Bayer plc

With a career spanning just over three decades, Kerry Kriel has a wealth of experience in brand strategy and marketing. Leading cross-functional teams, they ensure that the voices of the UK patients and physicians resonate within global discussions, making them a true champion of local insights within their company. Throughout their career, they have successfully spearheaded numerous market research projects that have informed critical strategies across various therapy areas. Their commitment to using research to understand the customer perspectives has been instrumental in shaping product strategies and facilitating meaningful discussions that lay the groundwork for successful product launches.

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**An-hwa Lee**

Senior Director  
Basis Health

In her current role as Senior Director at Basis Health, An-hwa leads strategic and complex insights projects and she is dedicated to delivering actionable insights for her clients. She enjoys trialling innovative methodologies to understand how they might impact and shape the future of healthcare market research. An-hwa has over 15 years' experience in global research on agency-side. After completing a master's degree in psychology, she began her research career in Germany before relocating to London.

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**Arne Maas**

Business Consultant  
SKIM

Arne has more than 30 years of experience with CPG and Tech companies in marketing and innovation. He also worked as a professor of Marketing & Innovation at the Rotterdam Business School. Arne focuses on translating insights and information into actionable steps by integrating available knowledge and expertise in workshops.

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**Tea Meneghetti**

Scientific Leader  
medDigital

Cognitive neuroscientist turned digital health leader, spearheading digital and scientific initiatives. While in academia, she authored papers in the neuroscience field, from cognition to neuroimaging. Now, she leads a diverse team of Scientific Advisors, driving collaboration to develop content across various therapy areas, including oncology, respiratory, HIV, and vaccines.

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**Anni Neumann**

Director, Health Strategy  
CREATION.co

With over 15 years of experience in the pharmaceutical industry, Anni has developed a robust expertise in DOL (Digital Opinion Leaders) engagement and digital engagement strategies. Anni's career has taken her across Europe and South America, providing a diverse and global perspective on industry challenges and innovations. Recognized as an award-winning professional, she is committed to leveraging digital platforms to enhance stakeholder engagement and drive impactful outcomes in the healthcare sector.

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**Laurence Olding**

Director  
Bryter

Laurence, a Director at Bryter, is a seasoned expert with over 15 years of in-depth research in this evolving market. His unique approach combines innovative research methods with a keen focus on simplifying complex concepts. Laurence's expertise lies in integrating novel techniques with clear, impactful deliverables, providing insights that extend far beyond the confines of a single presentation. His work resonates with audiences, offering a clear and comprehensive understanding of the subject matter.

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**Alice Pelton**

Founder and CEO  
The Lowdown

Alice Pelton is the founder and CEO of The Lowdown, a women's health research platform. The Lowdown's approach is unique; they believe that listening to women's experiences of healthcare is crucial to improving it. The Lowdown website provides credible, scientific information on health topics alongside reviews and experiences from their community of women. To date they have collected almost 4 million data points on women's lived experiences with contraception, menopause, endometriosis, PCOS and fertility. The Lowdown partners with like minded organisations to share their insights into women's health - so we can innovate better together.

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**Gregg Quy**

Head of International Business Unit  
Elma Research

Gregg is a highly experienced qualitative researcher & consultant having worked in Market Research for over 15 years. As a results orientated strategic consultant with a special interest in behavioural economics and cultural insight, Gregg is fascinated with the psychology of behaviour change. He is a highly experienced LSP workshop facilitator, having used the approach with diverse groups across the healthcare industry and at key events, such as ESMO.

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**Jemma Reast**

Research Director  
Madano

Jemma is an experienced mixed methods researcher. Her core specialist area is insights with lived experience and vulnerable populations and public engagement insights. She has worked within patient insights both agency side on behalf of pharma and within NHS England. Bringing in the stories and experiences of those living with and affected by different diseases and conditions and maintaining strong ethics and sustainability in the research we do with patients is something Jemma places importance on. As such she is a keen advocate for a variety of different methods that can be used to bring patient experience to the fore. She has an in-depth knowledge of several therapeutic areas, particularly in rare disease, oncology and cardiovascular renal metabolic conditions. Much of this knowledge gained through her strategic insights work for medical, advocacy, marketing, communications and commercial stakeholder across pharma and med-tech companies of varying sizes.

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**Tasleem Rehmatullah**

Account Director

The Nursery Research &amp; Planning

Tasleem has been working in Pharma market research for 6+ years, now at The Nursery Research & Planning as the Research Director in the Health Team. Tasleem has a BSc in Anthropology and a Masters in Medical Anthropology, and utilises behavioural science in her research design and analysis to understand patients (and doctors) as people. Tasleem is a member of The Nursery EDI team and leads on how to ensure research is inclusive, so everyone has an opportunity to be heard.

[LinkedIn Profile](#)**Sam Robinson**

Advocacy Director

Axon Communications

Sam has worked in communications for over seventeen years, with expertise in patient engagement and activation, using an insights driven approach to create and deliver cut-through campaigns, across a number of different therapy areas including dermatology, rare disease, as well as obesity. As Advocacy Director, Sam acts for a number of patient advocacy groups directly, as well as working with industry partners to engage patient representatives and patient groups to collaborate, drive patient support programmes and affect policy change. Sam has a wealth of expertise in patient engagement, which allows her to guide her clients in their engagement efforts, both compliantly but sensitively, advising them on how to best engage patients from different therapy areas, supporting their individual needs. She is adept at convening groups, setting expectations from the outset and designing sessions that engage attendees and draw on their experiences, to provide deep insight and actionable outputs.

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**Céline Talon**Associate Director  
SKIM

Céline is an Associate Director with 10+ years of experience in the healthcare market research industry. With a strategic and forward-thinking approach, Céline brings expertise in qualitative and hybrid market research that drives innovation to translate insights into actionable outcomes. She has been applying behavioural science framework such as COM-B in various market research approaches and is actively engaged to continuously pushing applications further to better inform marketing strategy for pharma and MedTech companies.

[LinkedIn Profile](#)**Shirley Tang**Principal  
IQVIA

Shirley has over a decade of experience consulting with Pharma clients, generating insights and implications/recommendations to support Pharma decision making in areas such as launch and go-to-market. Currently she scopes and leads projects focused on commercial excellence, with some focus on SME clients. With an academic background (PhD in Immunology), she has built up expertise in various aspects of Business Intelligence, across market research, competitive intelligence, and digital analytics. Her expertise includes leveraging mixed methodologies to tackle challenges across commercial excellence, customer segmentation, SFE, and competitive positioning.

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**Max Taylor McEwan**

Research Director

Madano

Max is an advanced research professional with nearly a decade's experience in leading research consultancies. He is passionate about the role that research and insights can play in supporting clients to achieve their objectives. He has expertise with complex, organisationally sensitive research projects, having delivered tracking projects for the Cabinet Office, Premier League, NatWest, and Independent Enquiry into Child Sexual Abuse. Max also has a deep understanding of health audiences, having conducted HCP facing research for Pharming, Novartis, Moderna and others.

[LinkedIn Profile](#)**Shaan Thakerar**

Customer Insights Partner

AbbVie

Customer Insights Partner in the Business Intelligence team at AbbVie with 10+ years of commercial strategy consulting and industry experience in the pharmaceuticals industry.

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**Paul Tinworth**

Research Director  
Healthcare Research Worldwide

Paul has over 20 years' experience in the market research industry, spending his early career in B2B and Consumer research, before making the jump into healthcare in 2011, when he joined HRW. In his time at HRW, Paul has worked extensively in many different therapy areas across the whole product lifecycle and loves the variety this provides to his role. Paul is passionate about helping his clients better understand their customers' needs and how to successfully activate them. Outside of work, Paul can normally be found on the touchline, managing his sons' football teams.

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**Hilary Wolton**

Business Unit Director  
APlusA

Hilary is a Business Unit Director at AplusA, where she helps UK and international clients solve business challenges with market research and insights. Hilary is an active member of the EphMRA learning and development committee and an accomplished speaker, presenter and author. She is well-known in the UK and international industry, with roles both client-side and agency-side over the past 30 years, including agency roles at Ipsos and IQVIA, as well as Aequus Research, a small boutique qual agency. Hilary is well respected among her clients for her creative approaches, challenging mindset and wealth of experience across a multitude of methodologies and therapy areas.

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