



## Board of Advisors

scientific communications

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**Liz Wager** is the author of "Getting Research Published: An A to Z of Publication Strategy" and "How to Survive Peer Review".

She is also the co-author of "Good publication practice for pharmaceutical companies" and the European Medical Writers Association guidelines on the role of medical writers.

She is a renowned expert on publication practice and through her company Sideview, provides training, writing, editing and publication consultancy services to doctors and the pharmaceutical industry.

She is a member of the BMJ's Ethics Committee, the World Association of Medical Editors Ethics Committee, the Council of the Committee on Publication Ethics, and the editorial board of European Science Editing, the journal of the European Association of Science Editors.  
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entrepreneurialship

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**Xavier Paternot** is an Investment Principal at Vinci Capital, a Swiss venture capital firm which focuses on commercialising local ideas.

His speciality lies in working with and advising companies with novel products and services to develop their value proposition and operational model.

He formerly spent four years as an engineer at Hughes Space and Communications in California, developing the guidance and control system for the ICO constellation.

He holds a degree in mechanical engineering from the Swiss Federal Institute of Technology in Zurich and an MBA from Harvard.  
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clinical education

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**Nick Kenney** is a leading consultant gynaecologist and a member of the Royal College of Obstetricians and Gynaecologists.

His special interests are laparoscopic surgery and the surgical management of endometriosis.

He has consulted for pharmaceutical companies on several areas, including on key issues surrounding the promotion of scientific and commercial data to specialist health care audiences.

He is currently based in the UK at a specialist tertiary referral centre for the management of patients with advanced endometriosis.  
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technology application

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**Simon Rosenberg** is a long-standing champion of new technology in pharmaceutical marketing and communications.

Having been responsible for numerous major consulting and digital solution projects in marketing, training, education and information sharing, and having run and advised successful healthcare communication companies, he has a global understanding of the interplay between digital empowerment and pharmaceutical marketing practice.

His current venture, Illuminatis, focuses on how new technologies including mobile applications can add value to pharmaceutical market access programmes through innovations such as self-building clinical and consumer communities  
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product management

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**Manoj Thanigasalam** has wide breadth and depth of experience in strategic and business development functions.

Currently a General Manager at Dialog, he has held senior executive positions in both early-stage companies and multinational blue-chip organisations including Sony, Texas Instruments, and Philips.

He has consequently built up an implicit awareness about propagating innovations in business-to-business environments, in particular introducing new services and ideas into regulated marketplaces with diverse stake holders.

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marketing research

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**Luc Wathieu** is an associate professor at the Harvard Business School , specializing in marketing research and customer insight.

His research, which centres around the general question "How do firms engage consumers?" has appeared in Management Science, Marketing Science, and the Journal of Consumer Research. As a behavioural economist, he uses mathematical models and controlled experiments to understand how firms can engage and maintain consumers in a high state of involvement.

He holds a PhD in Management from INSEAD, France, and has taught and consulted widely in Asia, Europe, and the United States.

He serves as an associate editor for Management Science and is a member of the editorial board of International Journal of Research in Marketing and Recherche et Applications en Marketing.

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