

Publicis Health UK strengthens its integrated offering with new leadership team

Network brings one stop shop for advertising, medical education and PR together under the leadership of Victoria Wright

London, 1 December, 2016: Publicis Health has appointed Victoria Wright as Managing Director of Publicis LifeBrands (advertising), Publicis LifeBrands Resolute (PR and Medical Education) and Real Science Communications (Medical Education). Formerly General Manager of Publicis LifeBrands Resolute, Victoria will now oversee the management of all three agencies. The appointment reflects important strategic changes to the leadership and structure of the three agencies, designed to nurture a more integrated offering.

“With her infectious passion and vision, Vic was the perfect person for the job. ” said Ash Kuchel, Global Group President, Publicis Health. “I’m confident she will help us create an even stronger, more integrated offering. With a 360 view on communications, our offer is simple: no silos, just great communications specialists committed to doing the very best for their clients.”

Alongside this appointment, former General Manager at Real Science Communications, Alister Sansum, has been named Director of Scientific & Medical Services across Publicis Health UK. As part of his new role, Alister will bring best-in-class scientific capability to our UK operation and strengthen ties between the scientific communities in the US and EU.

Business unit directors have been appointed for each agency as follows:

- Katie McMorran: Advertising Business Unit Director, Publicis LifeBrands
- Ann Hughes: PR Business Unit Director, Publicis LifeBrands Resolute
- Glen Halliwell: Medical Education Business Unit Director, Publicis LifeBrands Resolute
- Clare Middleton: Medical Education Business Unit Director, Real Science Communications

“We have so many talented people across our three agencies – from the colourful creatives to the scientific strategists and gifted PRs. It’s a no brainer that we’re stronger together.” Said Victoria Wright. “It’s an exciting time for us and I can’t wait to see all the amazing things we can achieve by working more closely as one team. Bring on 2017!”

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Notes to editors

For more information, please contact Emma Knott: emma.knott@publicislifibrandsresolute.com

About Publicis Health

Publicis Health is the largest health-oriented agency network in the world. A division of Publicis Groupe, Publicis Health manages top-tier agencies specialising in promoting innovative solutions in advertising, digital, branding, message delivery, market access, and medical communications. Publicis Health is dedicated to creating experiences that compel action, change lives, and amplify business outcomes.

With more than 6,000 employees, Publicis Health manages 15 agency brands through 60 offices located in 10 countries. Publicis Health's brands are Saatchi & Saatchi Wellness, Digitas Health LifeBrands, Publicis LifeBrands, Razorfish Health, Heartbeat Ideas, Discovery, insync Customer Insights, Publicis Health Media, Publicis Touchpoint Solutions, Maxcess, Verilogue, Langland, PDI, Real Science Communications, and Tardis Medical Consultancy.

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