

Diane Davies PhD BSc (Hons)

Freelance Medical Communications Expert

Profile

With a wealth of experience as a highly professional publications manager with a major pharmaceutical company, backed by a Biological Sciences degree and a doctorate in Cell Biology. Has a proven record of creativity, innovation and lateral thinking necessary for a successful communication campaign. With natural marketing skills and ability, played a leading role in bringing new drugs to the market.

A team player and effective project leader with a bent for seeking out information vital for a successful campaign. Known for communicating well and influencing at all levels.

Has built and maintained good relations with pharmaceutical companies, clinicians, patients, editors and the like, across the whole range of medical communication activity.

Experience

Global Publications Manager: *AstraZeneca* (1998-2006)

Most recently, strategically planned the publication campaigns for early and late stage oncology brands and ensured that resulting publications, presentations, etc, were delivered on time.

Account Manager/Project Leader: *Complete Medical Communications International* (1993-1998)

Project Leader/Publications Writer: *Adelphi Communications* (1989-1993)

Senior Research Fellow/Lecturer: *University of Manchester* (1988-1989)

In this *LINK* appointment, researched Drug Targeting and Drug Delivery.

Research Fellow/Laboratory Manager/Lecturer: *Keele & Mainz Universities* (1986-1988)

Researched Drug Targeting and Drug Delivery.

PhD Student: *University of Keele* (1983-1986)

In this *SERC* post, researched Drug Targeting and Drug Delivery focussed on oncology.

Senior Biology Technician: *North Staffordshire Polytechnic* (1980-1983)

Medical Laboratory Scientific Officer: *West Midlands Health Authority* (1974-1980)

Skills and Abilities

Communication. With an excellent understanding of what it takes to create a successful brand, is accustomed to communicating in a wide variety of situations. Has demonstrated considerable commercial acumen in developing publication strategies and other communication vehicles, at each and every stage of the product life-cycle. At *AstraZeneca*, provided extensive advice and input to the communication strategies, and led the publication strategies, for many of its oncology and neuroscience products. At *CMC International and Adelphi Communications*, led publication strategies for various pharmaceutical companies, including *SKB, Pfizer, Schering, GSK, and Boehringer*, in a number of areas, including oncology, neuroscience, haematology, inflammation, infection, gastro-intestinal disorders and urology.

Networking. Maintains an extensive network across the publishing world as a result of working with editors, agencies, opinion leaders, medical societies and the like. At the strategic/consultancy level, acted as an ambassador for *AstraZeneca* publications group often during high level negotiations with other companies, including involvement with the *Cochrane Collaboration*. Invited by several Training companies to lecture on the development of publication strategies.

Key Opinion Leader Management. Within the publications branch in *AstraZeneca*, provided strategic input into the Key Opinion Leader development programme and, whilst working for the two Agencies, was the lead person in developing and maintaining several Key Opinion Leader development programmes.

Organisation. Ensured the timely delivery of high quality materials, including (publication) plans, databases, web-sites, review articles, manuscripts, supplements, abstracts, workbooks, posters, reports, competitor reviews/benchmarking reports, presentations, brochures, training materials, etc, etc. Organised advisory boards, symposia and interactive workshops, and sold these services to various companies.

Leadership. Led publication teams and not only created timed and issue-driven agendas, but ensured that meetings remained focused throughout with all voices being heard before arriving at mostly consensus decisions. Self-assured with a strong belief in ability to add value.

Management. Managed a number of successful major events, including stand-alone meetings and satellite symposia, and provided strategic input into the development of advisory board programmes, investigator meetings and major global conference planning. Managed a 10-strong research unit.

Career Development. At *AstraZeneca*, led the training/career development of Publication Managers, identified their training needs and developed a comprehensive web-based training programme. Encouraged the sharing of best practices. Appointed as the personal coach and mentor to several less experienced managers.

Other Skills. Author of a number of articles and reviews. Has lectured on a variety of publishing and medical topics including developing publication strategies, effective reviewing skills, medical microbiology, drug-targeting, drug delivery systems and immunology.

Computer Literacy

Familiar with *Microsoft Word XP*, *Powerpoint* and a range of bespoke products.

Education

PhD in drug targeting/delivery systems with a focus on Oncology; *University of Keele* (1986)

BSc (1st Class Hons) in Biological Sciences, esp. medical microbiology; *Manchester Polytechnic* (1983)

HNC in Medical Laboratory Sciences, esp. medical microbiology; *North Staffordshire Polytechnic* (1978)

Personal Details

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Interests and Activities

Golf, Swimming, Pilates, Music, Hill Walking & Antiques.