

Home address: 111 Lime Walk, Oxford OX3 7AD
 Email: mail@alicommunications.co.uk
 Telephone: +44 (0)1865 762474 – home
 +44 (0)7802 425482 – mobile

Date of birth: 08 July 1964

Employment

Jan 06 to Date	Alison Brand Communications Ltd.
<p><i>Freelance creative & editorial director, journalist, editor and copy-writer.</i></p> <p><i>Trading as Alison Brand Communications Ltd.</i></p>	<p>Clinical trial communications: creative direction and strategy development for pharmaceutical companies, agencies and contract research organisations (CROs). Providing a range of communications and editorial services to assist the ethical recruitment and retention of patients.</p> <p>Outputs include: focus group management, concept and branding, advertising copy and design management, patient information copywriting, development of educational items for specialist medical site staff, new-business consultation and pitch/bid management, communications training for investigator teams and CROs.</p> <p>Medical communications: New business and proposal writing, Account Direction and content development for pharmaceutical company sponsored communications and events targeting medical and non-medical audiences.</p> <p>Recent outputs include: interactive web-site for European specialist dermatologists; publications; satellite and standalone meeting contents and stand design.</p> <p>Voluntary work: I sit on one of the Oxford regional ethics committees and am also a committee member of PRO-TEST, the Oxford-based lobby group that campaigns to promote public understanding of science and to support the use of animals in research.</p>
June 2004 to Jan 2006	PAREXEL MMS (The Quays, 101-105 Oxford Road, Uxbridge, Middlesex. UB8 1LZ)
<i>Senior Account Director</i>	Developed patient recruitment and retention communication campaigns for PAREXEL internal departments and external pharmaceutical clients. Responsible for leading new- business pitches and managing implementation of projects.
April 2002 to June 2004	Alison Brand Communications Ltd.
<p><i>Freelance creative director, medical writer, journalist and editor.</i></p> <p><i>Trading as Alison Brand Communications Ltd.</i></p>	<p>Global clinical trials: Developed communication strategies to support patient recruitment and retention. Provided creative and editorial services in support of these strategies.</p> <p>Non-clinical: Developing and facilitating training courses for clinical study teams who are running Phase II, III and IV trials. Subjects covered include: managing conflict, informed consent, gaining compliance and effective negotiation skills.</p>

July 2001 to March 2002	4D Communications (Godstow Court, 5 West Way, Oxford OX2 0JB)
<i>Account Director 4D subsequently Creative Director of Fast4wD</i>	Principal responsibility to develop the clinical trials recruitment and retention creative capability launched as Fast4wD Clinical Communications. Driving and winning new business pitches in clinical trials recruitment and retention. Developing branding and concepts for communications campaigns. Writing associated projects eg: printed and broadcast adverts, posters for public and clinic display, patient information, including diaries for data collection, desk-top presenters for investigators to use when counselling patients, screening tools for healthcare professionals to aid appropriate referrals, media kits.

Jan 2000 to May 2001	“The Pink Sheet” - FDC Reports Inc, Elsevier Science Ltd, The Boulevard, Langford Lane, Kidlington, Oxford OX5 1GB
<i>Reporter, European News Desk</i>	Research and write technical articles on medical, political and regulatory developments in Europe for US-based specialist weekly paper read by both the pharmaceutical industry and financial analysts. Derive ideas for reviews and news stories from contacts within drug companies, charitable foundations & government agencies globally.
April 1996 to December 1999	Excerpta Medica, Elsevier Science Ltd, The Boulevard, Langford Lane, Kidlington, Oxford OX5 1GB
<i>Managing Editor</i>	Strategic responsibilities comprised new business development and managing in-house and external project teams.
	Outputs included: international proceedings, textbooks, newsletters and internal corporate publications, video training materials, round-table meetings and media relations.

June 1994 to April 1996	Hill and Knowlton (UK) Ltd. International Public Relations Counsel, 5-11 Theobalds Road, London WC1X 8SH
<i>Head of Medical Education Freelance consultant editor</i>	Research and develop pharmaceutical company sponsored medical education material for the healthcare professions. Write specialist and consumer press releases and organise press briefings. Project management, design and sub-editing. Reporting from medical conferences.

April 1993 to June 1994	Haymarket Medical Imprint – Sub editor
September 1991 to April 1993	Henry Stewart Publications – Commissioning and Production Editor
June 1987 to Oct 1990	Science Press Ltd – Account Manager

Publications & Creative Achievements

<ul style="list-style-type: none"> • Iliffe S Eden A Downs MG (1999) The diagnosis and management of dementia in primary care: development, implementation and evaluation of a national training programme. <i>Aging and Mental Health</i>, 3, (2):129-135. • Iliffe S Eden A Manthorpe J (1999) Sooner or later? Issues in the early diagnosis of dementia in general practice: a qualitative study. <i>Family Practice</i> 2003;20:376-381. • Iliffe S Eden A Manthorpe J (1999) The implications of the early recognition of dementia for multiprofessional team-working: Conflicts and contradictions in practitioner perspectives. <i>Dementia</i> 2003;2(2);163-179. • Sergeant E and Eden A (2003) Clinical Trial Recruitment and Retention: the challenge of creative communications. EPC Clinical Trials. • http://www.samedanltd.com/members/archives/EPC/Winter2003/EmmaSergeant.htm • Sergeant E and Eden A (2003) Challenging publication planning. From: Medical publishing practical guide. <i>Pharmaceutical Marketing</i>. http://www.pmlive.com • Communiqué award for Best Meetings Programme - Action in Alzheimer's (1998)

Education & Qualifications

1975 - 1982	South Hampstead High School, GPDST GCE 'O' level: English Literature, English Language, French, Latin, Ancient Greek, History, Maths, Music and Physics GCE 'A' level: English Literature and Ancient Greek
1983-1986	St Anne's College, Oxford BA Hons: English Language and Literature

Interests

Music	Soprano with Academy of St Martin in the Fields, Joyful Company of Singers, Wadham College Oxford chapel choir. Solo work includes Papagena in <i>Magic Flute</i> with The Orchestra at St Mary Magdalen, Oxford, <i>Carmina Burana</i> with Wadham Music Society. Whispered female voice on Elend's 'Leçons des Tenêbres' a rock album.
-------	--