



### **Alex Butler**

Alex has worked in the pharmaceutical industry for over ten years across the breadth of the business including Market Access, Marketing and Communications. He now works as Digital Strategy & Social Media Manger in the UK. He has a passion for new media and developed an award winning fully digital integrated campaign as Product Manager. In Corporate Communications he pioneered a successful twitter presence for Janssen (the first active UK pharmaceutical account) and industry leading digital media relations including a virtual newsroom. Janssen put patients at the centre of what they do and this is reflected in numerous disease awareness and patient support projects utilizing new media, including Psoriasis, ADHD and HIV.