



## **Charlie Buckwell**

Charlie brings 22 years' experience in biopharmaceutical marketing and communications, including highly successful leadership roles within both industry and communication agencies.

Charlie started his career in UK medical marketing before moving into global marketing roles for AstraZeneca. He joined Complete Medical Group in 2001, as Commercial Director, taking over as Chief Executive in 2005. Since then, Complete Medical Group has developed into one of the largest, most capable and best reputed agencies in the medical communications field.

Currently, Charlie is leading the further development of Complete Medical Group Worldwide, with the aim of building the premier global medical communications and market access network, able to add value at a global, regional and national level. This has involved establishing new capabilities to support national clients, alongside existing global teams in the UK and US. To date, national teams have been established in Australia, Canada, China, Germany, India, Japan, Korea, Singapore and Spain.

Charlie has been engaged on many renowned healthcare brands, both as a strategic consultant and in designing evidence-driven communication programmes, focusing on bringing the evidence to life in practice. He is passionate about the potential for global-regional-local scientific communication and exchange to help support evidence-based decision-making, and to deliver improved patient care alongside improved industry engagement, transparency and reputation.

Charlie holds an MBA from Lancaster Management School, specialising in strategy development, intervening in complex organisations and systems, and managing change in practice. As an advocate of pharma's role in scientific communication and healthcare provision, Charlie has presented at numerous industry conferences and authored several articles in well reputed journals, including the *Journal of Medical Marketing* and the *BMJ*. Often these have focused on the activation of evidence in clinical practice, or on the need for a more balanced and open debate about the role of industry as a stakeholder in healthcare provision.