



### **Eugene Pozniak, Siyemi Learning**

Eugene Pozniak is Programme Director of the European CME Forum, a Not-For-Profit organisation bringing together all stakeholder groups with an interest in European CME, and Managing Director of Siyemi Learning, an independent European CME provider.

Following his degree in Chemistry, Eugene spent 12 years working in a variety of positions in the pharmaceutical industry, advertising and medical communications agencies.

He left the promotional sector for good in 2000, working since then exclusively in Continuing Medical Education (CME).

Eugene gives advice on CME matters and develops CME accredited programmes, both live events and e-learning, primarily for European doctors (pan-European and National). He has experience in CME for North America, Latin America, Japan and the Middle East. In 2006, Eugene founded Siyemi Learning, which supports the European CME-CPD Academy, an independent platform for accredited e-learning in Europe. In 2008, he partnered with Peter Llewellyn of NetworkPharma to create the European CME Forum which in addition to running its annual meeting also supports the Good CME Practice Group and the recently launched scholarly peer review open access Journal of European CME.