



**Graham Cox (Principal IDEAtor; *Big IDEA* - IDEA Pharma)**

Graham worked in 'Big Pharma' for over 20 years in medical, sales and marketing roles, his last 11 years being involved with international marketing at AstraZeneca. "Keeping it simple" and "Getting it right early" are two of his work mottos. Apart from his IDEAtion role, Graham owns two startup businesses and is a freelance illustrator and inventor... he loves adrenaline vacations and weekends.