



## **Leo Francis, President of Publicis Medical Education Group**

Leo began his healthcare career in international clinical development at Gensia Europe Limited (1990) focussed on the development of novel cardiovascular agents in surgery and arrhythmia diagnosis culminating in the successful approval of a novel device and drug combination. Thereafter turning his skills to marketing support and early commercialization of the new product.

While still being UK based, Leo then moved into medical communications utilizing his client-side pharmaceutical knowledge combined with a keen business acumen, robust scientific credentials and a extensive publication heritage, initially at Adelphi Group followed by leadership positions at Gardiner-Caldwell Communications and OCC Europe, Ltd. where he held the position of President/Managing Director (2001 - 2005). These positions provided an in-depth understanding and expertise in international marketing, medical education and communications with most major pharmaceutical manufacturers, through the creation and implementation of International integrated product marketing programmes, communication planning, product strategy, message management, branding development, opinion leader development, advisory boards, publication planning/strategy and product consultancy.

In 2005 Leo relocated to the United States to eventually become President of Adelphi Eden Health Communications, a division of the Adelphi Group, before joining Publicis Healthcare Communications Group to lead Publicis Medical Education Group (PMEG) of agencies as President; his current position.

PMEG is an eclectic group of medical education agencies with a passion and unwavering commitment to educational leadership in the life changing dialog around health and wellness. With around 300 communication professionals across North America and UK, serving multinational clients through 5 core agency brands; three full service promotional medical providers (Medicus International [London & New York]), Discovery Chicago, Science & Medicine, one full-service, ACCME-, ACPE- and IACET-accredited independent medical education provider, DIME and Maxcess (Managed Markets & Market Access provider). PMEG (part of Publicis Healthcare Communications Group), is an authoritative, trusted and provocative partner in creating value in healthcare communications, aimed at transforming clinical care and the management of patients

Leo's talent in organizational leadership, product/business development and producing winning teams is exemplified by the high-level positions he achieved and held throughout his career to date. Most recently he was honored in the PharmaVoice 100 (July / August 2010) magazine as one of the 100 most inspiring, motivating and outstanding leaders in the life sciences industry (<http://viewer.zmags.com/publication/0ea8baed#/0ea8baed/88>) Leo holds a Ph.D. in Physiology and Pharmacology from the University of Central Lancashire/Liverpool University.