



CIM

The Chartered
Institute of Marketing

Delivering a successful product launch in healthcare

04 October 2018

Richard Ashdown



With a rich hinterland of creative and award-winning experiences across other industries, Richard has a unique perspective on Med Comms and it's fair to say this fresh and often different way of thinking is what clients and colleagues often want to tap into.

Being forever curious is, he maintains, what separates the good from the great, the wheat from the chaff. Given that his personal career history, includes being the Creative Director with the rock band Queen in the mid-1990s, we suspect he might be onto something.

With nearly a decade of senior experience in video games, from helping deliver the original 'FIFA soccer' to cult hits like 'Little Big Adventure', Richard has been the fulcrum around which creative and production teams have operated; delivering connected, engaging and immersive experiences for customers.

This focus on engagement is a theme which has continued through his career within a number of creative and digitally led communication agencies where he also held board level Directorships prior to working in the med comms sector. His philosophy is a simple one; motivated people, whether customer or colleagues, are the keys to creating and driving forward success.

The 'new normal' in healthcare is where the narratives of his earlier career cross over and over the last 15 odd years, Richard has worked as a strategist across various therapy areas for global Pharma clients, as well as on regional initiatives where these strategies have been implemented – each client looking to better engage with their respective stakeholders through a multiplicity of channels.

In addition to working for pharmaceutical companies, Richard has also worked with two charities; assisting the Pulmonary Hypertension Association with conference solutions and developing the digital strategy for Key Change Music.