

Rachel Gooch, European Commercial Project Manager, Respiratory at Mundipharma, is named European Marketer of the Year

Submitted by: FleishmanHillard Fishburn

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CAMBRIDGE, UK — Mundipharma International's European Commercial Project Manager, Respiratory, Rachel Gooch has beaten fierce competition to win the PharmaTimes Marketer of the Year competition in the Regional European Marketer category.

The competition attracts the best industry marketers, who compete on a unique programme of competency-based exercises devised and judged by an independent panel of senior industry marketing leaders and key stakeholders from local and national health economies.

Since the competition was established in 1993, it has fast become a leading forum for new marketing ideas and an important vehicle for identifying pharmaceutical marketing leaders of the future.

Rachel has worked for four years in international marketing with the Mundipharma respiratory team, based in Cambridge. She initially joined the Mundipharma network of independent associated companies in 1996 in Information Technology, and has occupied a variety of roles in Business Analytics, Organisational Development, Internal Communications, and Marketing. She holds a degree in Physics with Astrophysics from the University of Birmingham.

"I can safely say that I did not expect to win such a prestigious award, particularly given the impressive talents of my fellow finalists," said Gooch. "I am honoured by the recognition, and delighted to have had the opportunity to learn from some of the best in the business. The competition is an experience to remember, and I would recommend the challenge to anyone."

"I am thrilled that PharmaTimes has recognised Rachel's skill and promise as a marketer," said Georg Toufar, Chief Marketing Officer for Mundipharma International. "Rachel's contribution to the respiratory team at Mundipharma has been particularly invaluable for this year's launch of flutiform®, our new treatment for asthma patients. She displays exemplary commitment to the Mundipharma mission of reinventing the way the pharma industry does business."

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About Mundipharma International Limited

The Mundipharma network of independent associated companies consists of privately owned companies and joint ventures covering the world's pharmaceutical markets. These companies are committed to bringing to patients the benefits of pioneering treatment options in the core therapy areas of pain, oncology, rheumatoid arthritis, and respiratory. They are also committed to independent thinking and ground-breaking solutions. Through innovation, design and acquisition, the Mundipharma network of independent associated companies delivers cutting-edge treatments to meet the most pressing needs of healthcare professionals and patients. For further information please visit: www.mundipharma.com