

ProductLife Group appoints Michelle Gunn as Sales Manager, UK, Ireland and Scandinavia

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Cambridge, UK – October 18, 2013 - ProductLife Group (<http://www.productlife-group.com/>) (PLG) has appointed a new sales manager for UK, Ireland and Scandinavia. Michelle Gunn joins the Life sciences outsourcing and consulting services specialist from Aris Global.

Michelle has worked in sales and business development for around 20 years, the majority of which has been spent in the pharmaceuticals industry. Her most recent role was at Aris Global, where she was initially responsible for sales of the company's safety and regulatory tools, then most recently, responsible for all sales of the company's Total Clinical suite of products. In her latest role, she negotiated the first sale of Total Clinical to a major pharmaceutical client.

At PLG Michelle will be responsible for business development within the UK, Ireland and Scandinavia, developing new customers and maintaining existing clients. Given the increasing complexity of compliance and regulatory requirements within life sciences and cosmetics, Michelle's main focus will be to address these issues and identify the most appropriate and effective ProductLife Group solution for each customer.

"Michelle is quite simply, one of the best sales and business development professionals in the European pharmaceutical services industry," said Adam Sherlock, chief of strategic development at PLG. "She has consistently demonstrated a thorough understanding of her customers' specific needs and can explain the benefits of solutions in a language business people can relate to. Business development is a key role within PLG and we've hired the best person for this critical function."

Michelle is the latest in a series of senior appointments made by ProductLife Group (PLG) as the company seeks to grow its market position in the life science and cosmetics industries. As compliance requirements have grown more involved and complex over recent years, organisations are increasingly turning to outsourcing and consulting specialists such as PLG to help them navigate their way through the regulation and safety requirements.

In addition to Aris Global, Michelle has also held pharmaceutical sales roles at Roche and Tripos, where she negotiated and closed the company's first major Research Discovery contract. She holds a BSc 1st (Hons) in Chemistry.

"This is a sector I know extremely well, having worked with some of the largest names in Europe in all phases of drug development," said Michelle. "The industry is becoming ever more complex, which means there is a major opportunity for PLG to help life sciences and cosmetics firms, steering them through the regulation, safety and quality requirements."

About ProductLife Group

ProductLife Group is the leading, proven and trusted pan-local European specialist outsourcing services provider for the Regulatory, Safety and Quality functions of the Life Sciences and Cosmetics industries.

Through the optimum deployment of people and intellectual assets we enable our clients to achieve greater R&D effectiveness; significant cost reduction in capital and revenue terms; and improved operational speed and efficiency at the highest quality

These performance-enhancing improvements are delivered through a blend of the highest quality people and services comprising In-sourcing, Functional outsourcing, Strategic Business Process Outsourcing and Consultancy based on deep domain expertise and thought leadership.

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