

## **Johanna Jarvis Managing Director of Jarvis Consulting**



Jo is MD of Jarvis Consulting, with over twenty seven years of experience and a proven record of success within the pharmaceutical industry. Formerly, she was Head of Advocacy for Wyeth UK (latterly Pfizer) where she introduced, developed and managed a department that enabled the objective identification, selection and integration of a broad range of stakeholders

(e.g. therapeutic, government, NHS, journalist, internal and external) to support business objectives with established, newly-launched and future products to optimise brand impact, and ensure company-wide compliance regarding these interactions.

She has experience of instructing and working with various different stakeholder identification and profiling companies across the Wyeth portfolio and also in the introduction of databases to house the information gathered.

In her role at Wyeth, Jo instigated the development and implementation of National Institute for Health and Clinical Excellence (NICE) and Scottish Medicines Consortium (SMC) stakeholder management plans.

In addition, she led the development and delivery of Wyeth UK's patient and professional organization strategy, and was a Customer Relations Management (CRM) subject matter expert, ensuring that stakeholder data and transactions were maintained and shared across the organisation, supporting the successful development and launch of commercial compounds.

As Consultant Director of Stakeholder Strategy at Fishawack Medical Communications for a year she has had input into the development and direction of Stakeholder Strategy on a European and Global basis for both small and large international pharmaceutical companies across many disease areas.

Jo has served as Chair of the Association of British Pharmaceutical Industry Mental Health Group for four years with many joint Department of Health/NHS initiatives being achieved during that time.

Jo has also worked as a Consultant for the White Rose Consortium (which consists of Leeds, York & Sheffield Universities, 3 Medical Schools, A Major NHS research-led hospital, 3 leading Schools of Computing, a nationally recognised e-health SME TPP Systmone & The

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NHS Information Centre) where she developed the E-Health Informatics Research Centres (eHIRC) Stakeholder engagement strategic plan for the MRC bid. She is currently a Consultant to the Health and Social Care Information Centre (previously the NHS IC) on how they should engage and work with the Pharmaceutical Industry.

She has been an invited speaker at:

- the European Marketing Summit in Berlin on 'Marketing to Changing Stakeholders – Nurses, Pharmacists, Payers, Patients, and KOLs'
- the Centre for Business Intelligence meeting in San Diego on 'Implementing a KOL Engagement Model as a Lifecycle Strategy from Early Product Development through to Commercialisation'
- the European KOL Management and MSL Best Practice in Munich on 'The Broader Perspective of Global Stakeholder Engagement Planning'
- an invited expert to run a workshop on 'The Key elements of a successful Stakeholder Relations programme' and also speak on 'Who else is out there – engaging with non-clinical KOLs ' at the European KOL & Stakeholder Engagement Conference in Berlin in February 2012