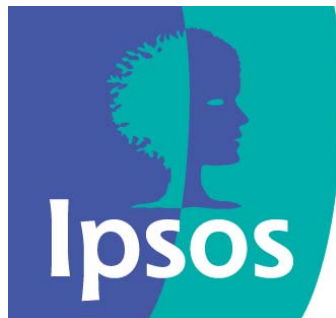


Roberts Adds Research Voice, Perspective to *Pharmaceutical Executive*

Ipsos Healthcare's Elys Roberts joins Pharmaceutical Executive's Advisory Board

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Ipsos Healthcare's Elys Roberts joins Pharmaceutical Executive's Advisory Board

New York, NY - Elys Roberts, President with Ipsos Healthcare in the U.S., has been invited to join the Advisory Board of *Pharmaceutical Executive*, a leading industry publication aimed at providing quality sales and marketing information to the public.

This is not his first and only association with the publication. A past contributor of articles and content, Roberts has also helped to set up expert roundtable discussions for the publication and has participated in panels. This is an opportunity that Roberts readily accepted.

"I'm delighted to be a part of the Advisory Board for one of the industry's leading journals and to be among a team of such esteemed colleagues who represent virtually all areas of the sector," says Elys. "This is an excellent opportunity for Ipsos Healthcare to support knowledge-sharing across our industry and to be associated with one of the most respected pharmaceutical business publications. I am looking forward to contributing on the board in any way I can, as well as helping serve the pharmaceutical community as a whole through *Pharmaceutical Executive's* lineup of top quality content."



With healthcare business and policy changing at a rapid pace, professionals are constantly in search of up to date information and in-depth analysis of breaking issues. *Pharmaceutical Executive* has proven itself to be one of the top journals at providing fresh content written by expert authors, and essential insight into the field of health. It is currently known as one of the top two sales and marketing journals in the pharmaceutical industry.

Roberts brings to the Advisory Board a wealth of market research experience in the healthcare sector. He has a varied and accomplished career in healthcare sales & marketing, with experience in building brands, leading sales teams, businesses and directing market research.

"Elys Roberts brings us great insight to the business and policy changes that are making competition in the industry so intense today. He and Ipsos Healthcare exemplify the substance behind our magazine's stated mission: where business meets policy. We welcome him to our Board," says *Pharmaceutical Executive* Editorial Director William Looney.

Roberts was invited to be a part of the Advisory Board of *Pharmaceutical Executive* in January and joins a mix of senior executives from a range of disciplines across the industry and academia. The Advisory Board is responsible for guiding content and ensuring the articles written are meeting the readership needs.

"There is an excellent mix of individuals on the Advisory Board, and that is essential to give readers a full comprehension of the business, ideas of where we think the pharmaceutical industry is heading and what the next big thing is going to be." Roberts notes.

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Roberts' responsibilities within the Advisory Board start immediately.

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