

press release

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De Facto expands life science and healthcare communications teams

13th September: De Facto Communications, the leading life science and healthcare agency, has appointed three new team members, Ginny Bloom, Mischa Joslin and Gemma Ryan. De Facto's clients include GSK, Roche, Pfizer, Nikon, Dendrite, BioFocus, Arizant and AGFA HealthCare.

Ginny Bloom has joined as Senior Production Executive, from a marketing role at BMW. Having graduated with an Honours degree in public relations, Ginny has extensive experience in the advertising and marketing sectors, at both agency and client level.

Newly appointed as Team Administrators for the healthcare and life science teams, Mischa and Gemma will assist on a wide range of current PR and marketing programmes for clients including AGFA HealthCare, Nikon, BioFocus and Arizant.

Mischa Joslin gained a BA Honours degree in Media Arts from the University of London and joins De Facto with a broad background in PR, marketing and events. Gemma Ryan has a Health Sciences degree specialising in Physiotherapy and has experience in PR and events having worked previously at Aspect Communications and Inferno Communications.

Richard Anderson, De Facto's CEO said, "I'm delighted to welcome our new team members, all of whom bring broad industry experience to our production, life science and healthcare departments. Their talents will help to ensure we maintain our position as the leading full-service agency in life science and healthcare communications."

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Note to editors

De Facto Communications, which is part of the Bell Pottinger Group, is one of Europe's most successful public relations consultancies in life science, healthcare, medical education and clinical trials marketing. In partnership with our clients, we approach our work with a passion and commitment that delivers award-winning, integrated communications programmes based on effective strategy, original thinking and creativity. De Facto is headquartered in London and operates internationally with clients across Europe and the US. Further information on De Facto Communications can be found at <http://www.defacto.com>