

People in Pharma

Ireland's loss is local PR's gain

Ethical Strategies has confirmed the appointment of Glenn Taylor as Account Director in its healthcare PR business. Taylor has returned to Australia after almost seven years in Ireland where he worked as group account director, healthcare at one of the country's leading public relations firms – Drury Communications. During his time with Drury he oversaw product launches for companies such as Eli Lilly, GSK, Boehringer Ingelheim and Pfizer, community education programs for patient support groups such as the Diabetes Federation of Ireland and was an active member of a number of pan-European ethical product marketing and communications teams. More recently he worked as a senior editor on the country's letter of record for Irish healthcare, the *Irish Medical Times*.

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