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Ethical Strategies appoints

Veteran media consultant and multi award-winning journalist, **Trevor Watson**, has joined the Ethical Strategies team as the public relations consulting firm expands to meet the needs of its growing pharmaceutical client base.

Watson joined the public relations industry 10 years ago following a 25 year career as a journalist and current affairs producer with the ABC. In recent years he has worked with clients such as AstraZeneca, Servier, Bayer, Mundipharma, Abbott and sanofi-aventis on a range of national and international PR projects.

"Trevor has a deep understanding of the news agenda and the needs of healthcare stakeholders," said Ethical Strategies Managing Director, John Morton. "I've known Trevor for many years. He is one of the most experienced media trainers, issues management and media consultants working in Australia.

"His knowledge of the Asia Pacific region will be of particular value to several of our clients as they seek to engage stakeholders in this dynamic and expanding market," Mr Morton said.

Current pharmaceutical clients of Ethical Strategies include Boehringer Ingelheim, Pfizer, Eli Lilly, Merck-Serono and Janssen.

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