Sandra McAuliffe to head GfK HealthCare

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Sandra McAuliffe, formerly Vaccines Global Head of Customer Insights at Novartis, has been appointed as Managing Director of GfK HealthCare in the UK.

With twenty-one years experience working on the client side for organisations including Merck, Pharmacia, AstraZeneca and Novartis, McAuliffe joins GfK HealthCare with the remit to develop this leading agency's proactive working partnership with its clients.

McAuliffe comments, "Coming from a strong client side background, I have first hand experience of what is needed to take GfK HealthCare to the next level. As well as increasing our focus on account management, we will be strengthening our offering around insight, implications and recommended actions to support client commercial decision making.

"Increasingly, our clients are looking for us to provide more than just an 'information dump'. They want us to deliver a complete view of the market in which they operate, benchmark their performance within that market and provide deeper and richer business understanding, in order to boost their commercial performance.

"I am a firm believer that one of the key differentials that set agencies apart is the talent of the individuals within the agency, to deliver just such an offering. I am therefore looking forward hugely to leading our team here at GfK HealthCare."

For more information on this, or to arrange an interview, please contact Amanda Wheeler, PR Manager on +44 20 7890 9386 / amanda.wheeler@gfk.com.

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