

Hall & Partners nearly doubles its US healthcare team

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Hall & Partners announce further expansion of their Health division with the addition of several key hires. With increased focus in the areas of oncology and user experience, the healthcare team's development has been in direct response to market demands.

Soumya Roy, Ph.D., Managing Partner, US Health for Hall & Partners, stated, "Understanding and adapting to the evolving healthcare industry has been integral to our success. We've made key hires to add areas of expertise that our clients are demanding. With a growing portfolio of healthcare clients, we're happy to grow our team with talented people who will help us continue to delight our clients."

With advanced pharmaceutical investment and public significance, oncology has become a prevalent area in the pharmaceutical industry. Included in Hall & Partners' latest additions are people who bring extensive expertise and experience in this area including:

"Ariella Evenzahav, Ph.D., hired as Director, US Oncology Center of Excellence, brings a valuable combination of client and agency side experience. She previously held the positions of Director of Market Research and Director of Commercial Development at Pfizer.

"Amy Moss joins Hall & Partners as Account Director with particular experience in oncology and expertise in quantitative segmentation.

"Nicole Citron hired as Qualitative Account Director also brings depth of experience in the field of oncology.

"Oncology has become and will remain a key focus for Hall & Partners moving forward. We are pleased to attract major industry talent to our team. These new hires reflect our commitment to blending oncology experience with marketing expertise to help our clients launch their brands," said Abigail Stuart, Global CEO of Hall & Partners Health explains.

In addition, Shannon Graff joins Hall & Partners Health as Account Director, complementing the talented team with an expertise in the growing field of customer experience and observational research.